



FOR IMMEDIATE RELEASE

Zipcar Partners with Big Ten Conference to Brand Zipcars Representing Each School
Branded vehicles available for reservation throughout Chicago

Chicago – March 9, 2015 – Zipcar, the world’s leading car sharing network, today announced a first-of-its-kind partnership with the Big Ten Conference to sponsor its men’s and women’s basketball tournaments. Each of the Big Ten schools will be represented by its own branded Zipcar vehicle, complete with school colors and logo. With a total of fourteen schools in the Big Ten Conference, fourteen of these colorful branded vehicles are currently available for reservation in and around Chicago throughout the duration of the tournament. Zipcar will have company representatives at the Big Ten Basketball Tournament from March 11th - March 15th, where alumni, fans and visitors can sign up for Zipcar’s “wheels when you want them” service, a cost-effective and convenient alternative to car ownership.

“Zipcar vehicles are on more than 400 colleges and universities across North America, so partnering with the iconic Big Ten Conference was the smart thing to do,” said Zipcar Chicago regional general manager Charles Stephens. “The Chicago area has a large population of Big Ten alumni eager to support their alma mater, and who are also savvy city-dwellers that can benefit from simple and affordable access to wheels.”

The 14 Big Ten branded Zipcar vehicles are placed at various locations throughout Chicagoland, including the University of Illinois vehicle (named “B1G Illini”) at the corner of Belmont and Wilton and the Northwestern University vehicle (named “B1G Wildcat”) at 2001 Sheridan Street in Evanston. For a full list of vehicle locations in and around Chicago with the corresponding school, please visit:

www.Zipcar.com/bigtentournament.

Scott Bailey, Big Ten Sports Properties General Manager, said, “The partnership with Zipcar was a natural fit with the amount of alumni we have in Chicago. We are able to promote our tournament in a fun and unique way while also helping spread the word about Zipcar.”

In addition to the partnership, for every hour Zipcar members drive in one of the 14 Big Ten branded vehicles, Zipcar will donate \$1 to Future Founders Foundation, a Chicago-based non-profit organization that inspires the youth of Chicago to explore and practice entrepreneurship. Zipcar, a company committed to making cities and college campuses better places to live, felt that Future Founders, with its significant impact on the City of Chicago schools, was the perfect partner for Zipcar's Big Ten campaign.

"The Future Founders Foundation empowers students to create opportunities for themselves instead of having to depend on others for their livelihood," said Scott Issen, president & CEO, Future Founders Foundation. "The added support from Zipcar's driving members will help us to escalate our efforts to provide more than 7,000 youth in Chicagoland with high-quality mentors and engaging project-based learning opportunities so they can experience entrepreneurship first-hand."

Zipcar gives its members on-demand access to a variety of cars in hundreds of cities, airports and college campuses worldwide. With Zipcars available 24/7 for reservation via Zipcar's mobile app, through www.zipcar.com, or over the phone, Zipcar is a smart transportation option for those who only need a car by the hour or by the day. Each reservation includes gas, insurance and 180 miles per day.

About Zipcar:

Zipcar, the world's leading car sharing network, has operations in urban areas and college campuses throughout the United States, Canada, the United Kingdom, Spain, Austria and France. Zipcar offers more than 30 makes and models of self-service vehicles by the hour or day to residents and businesses looking for smart, simple and convenient solutions to their urban and campus transportation needs. Zipcar is a subsidiary of Avis Budget Group, Inc. (Nasdaq: CAR), a leading global provider of vehicle rental services. More information is available at www.zipcar.com.

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