



AVIS NAMED THE #1 CAR RENTAL COMPANY FOR CUSTOMER LOYALTY FOR 17TH CONSECUTIVE YEAR

PARSIPPANY, N.J., April 13, 2016 – Avis Car Rental has once again been ranked the top car rental company in the Brand Keys Customer Loyalty Engagement Index.® This marks the 17th consecutive year that the Company has earned the accolade. The 2016 study examined brands in 72 categories. Avis received the highest marks in the car rental category by ranking first across all four behavioral engagement drivers, including empathetic customer service; comprehensible pricing discounts and options; convenience, expertise and reputation; and offering a wide range of connected and reliable features.

“We are committed to providing Avis customers with high-quality products and premium service so that renters can focus on the more important aspects of their lives – both personal and professional,” said Scott Deaver, executive vice president and chief marketing officer, Avis Budget Group. “When we deliver this stress-free rental experience, it helps our customers be more successful, and their successes are our successes. We are proud to be voted the top car rental company once again.”

Avis strives to continually measure and enhance all aspects of the customer experience that contribute to loyalty, including reservations, face-to-face customer interactions, written communications, billing, claims and customer service calls. The Company utilizes numerous feedback systems, including online customer surveys, to enhance the customer rental experience. Customer surveys are aggregated and delivered to field location managers in real-time to enable immediate response to customer suggestions. This customer feedback led the Company to become the first in the industry to offer a 100 percent smoke-free fleet in North America.

Last summer, in response to customer feedback, Avis further enhanced Avis Preferred, the Company’s express rental/loyalty program, to offer more benefits and rewards for frequent renters. Avis Preferred members are eligible to earn Avis Preferred Points — one point for every dollar they spend on vehicle rentals and two points for every dollar they spend on optional products such as GPS, satellite radio and child safety seat rentals. Earned points can be redeemed for complimentary Avis rental days, upgrades and select optional products.

In addition, when Avis Preferred members complete 12 rentals or spend \$5,000 on base rentals plus optional products within a calendar year, they will automatically earn Avis Preferred Plus status. With Avis Preferred Plus, members receive a one car-class complimentary upgrade whenever available, access to a special Avis Preferred Plus reservation/support telephone number and exclusive monthly email offers. Those with Avis Preferred Plus status will also earn 25 to 50 percent more points for every dollar they spend.

For more information or to enroll in Avis Preferred, visit www.avis.com. For more information on the 2016 Brand Keys Customer Loyalty Engagement Index, visit www.brandkeys.com.

About Avis

Avis Car Rental operates one of the world's best-known car rental brands with approximately 5,500 locations in more than 165 countries. Avis has a long history of innovation in the car rental industry and is one of the world's top brands for customer loyalty. Avis is owned by Avis Budget Group, Inc. (NASDAQ: CAR), which operates and licenses the brand throughout the world. For more information, visit www.avis.com.

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