



Press Release

With the Virtual Fate of Humanity Hanging in the Balance, Zipcar Comes to the Rescue With Google *Ingress* Partnership

Zipcar makes it easy and fun for players to succeed in the immersive Ingress phenomenon

BOSTON (September 8, 2014) – Millions of special agents combing neighborhoods in cities around the world searching for portals, attending anomalies and gathering critical intel now have a new advantage – Zipcar. The global leader in car sharing has partnered with Google, whose Niantic Labs produces *Ingress*, an immersive, massive multiplayer mobile “Real World Game” that transforms neighborhoods and cities into an interactive experience filled with mystery, intrigue, and adventure. Using Google Maps, GPS technology and now Zipcar, players can score points by visiting specially coded locations around the world.

Players from the two Factions, the 'Enlightened' and the 'Resistance', earn points by discovering hidden “Portals” – locations that leak a mysterious fictional energy into the world. Portals can be found at historical sites, parks, and public artworks, and as of today, any one of more than 1,000 Zipcar locations. In addition, *Ingress* players can gain in-game rewards and valuable intel from Zipcar representatives at special *Ingress* events, called “Anomalies.” Details on these anomalies can be found at plus.google.com/+Ingress/about.

“*Ingress* helps players get into the real world, engaging with their surroundings and discovering the exciting locations and places of interest they may otherwise have never known existed,” said John Hanke, VP Google. “Zipcar helps us provide this unique experience to more people by enabling players greater access to even more portals.”

Whether Zipcar members are visiting one of the anomalies or experiencing *Ingress* on their smart phone, tablet or computer in one of the hundreds of cities and college campuses around the globe where Zipcar operates, Zipcars allows agents to experience the world both through Google’s augmented reality and in real life.

“We love how *Ingress* inspires people to get out and explore the world around them, and reserving a Zipcar with a smartphone and zipping to a portal only adds to excitement of the game,” said Kaye Ceille, president of Zipcar. “Whether you are a member of the Enlightened or the Resistance, when ‘It’s time to move’, agents can rely on Zipcar to get them where they need to go.”

Zipcar rates start as low as \$7.75 per hour and \$66 per day (24 hours) and include gas, insurance, a reserved parking spot and 180 free miles per day. *Ingress* agents can join Zipcar for only \$40 plus a one-time \$25 application fee, and get \$40 in free driving credit. More information on how to become a Zipcar member is available at www.zipcar.com/ingressplayers.

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 and Austria. 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 global leader in vehicle rental services. More information is available at www.zipcar.com.

About Ingress

Ingress represents a unique, pioneering entertainment experience known as 'Real World Games' an all-new style of game featuring innovative massive multiplayer mobile gameplay which transforms neighborhoods and cities around the world into an interactive experience filled with mystery, intrigue, and adventure. Using Google Maps and GPS technology, players move through and explore the world around them, visiting historical sites, parks, and public artworks to discover hidden 'Portals' leaking a mysterious fictional energy into the world.

The evolving story of Ingress pivots based on the actions of the players in the two Factions, the 'Enlightened' and the 'Resistance', who are engaged in a struggle for global control and the fate of humanity. Ingress is currently available on Android in the Google Play Store and will be available on iOS in 2014. Ingress has already seen 2 million player activations around the world and is played across more than a 200 countries globally.

#

Media Contact:

Jennifer Mathews, Public Relations Manager

617.336.4537

jmathews@zipcar.com