



AVIS RECOGNIZED AS A LEADING BRAND FOR CUSTOMER LOYALTY

PARSIPPANY, N.J., November 4, 2015 – Avis Car Rental today announced that it has been named to the 2015 Brand Keys Loyalty Leaders List. The 19th annual survey conducted by Brand Keys, the New York-based brand and customer loyalty and engagement research consultancy, ranked Avis as one of the top 40 consumer brands across a broad range of industries. In addition, Avis was the highest rated car rental company by nearly 60 spots.

“There’s tremendous competition for the top 100 spots,” said Robert Passikoff, founder and president, Brand Keys. “We commend Avis for understanding what drives brand loyalty and for continuing to engage their customers so as to deliver better results than their competition when it comes to consumers’ increased expectations.”

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 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.

“Loyalty and consumer engagement are leading indicators of consumer behavior, so ‘putting the customer first’ continues to be one of our strategic priorities as we look to provide customers with a stress-free rental experience and continue to drive profitable growth,” said Ronald L. Nelson, chairman and chief executive officer, Avis Budget Group. “We are delighted to be among the top of the Loyalty Leaders List and the highest-ranked car rental company. We thank Brand Keys and all those who participated for the honor.”

Earlier this year, Avis Car Rental was named the top car rental company in the Brand Keys Customer Loyalty Engagement Index[®], making it the 16th consecutive year that Avis received the honor. Avis earned the highest marks in the car rental category by ranking first across all four behavioral engagement drivers, including convenience and expertise; comprehensible pricing discounts and options; empathetic customer service and reputation; and for offering a wide range of connected and reliable features. Avis was also named among America’s top 50 “green” brands as part of the 2015 Brand Keys Customer Loyalty Engagement Index.

Brand Keys Loyalty Leaders analysis was conducted in September 2015 and includes assessments from more than 40,000 consumers, 18 to 65 years of age, from nine U.S. Census regions, who self-selected the categories in which they are consumers and the brands for which they are customers. Seventy-five percent were interviewed by phone, 20 percent via face-to-face interviews (to account for cell phone-only consumers), and remaining consumers assessed categories and brands online. The 2015 Loyalty Leader assessments examined 68 categories and 753 brands. For more information including the complete top 100 Loyalty Leader List, 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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