Avis Launches First Car Rental Mobile Application for Microsoft Windows Phone 7

PARSIPPANY, N.J., July 28, 2011 (GLOBE NEWSWIRE) -- Avis Rent A Car has released a mobile application for Microsoft Windows Phone 7 smartphones that allows travelers to make real-time reservations for rentals at Avis neighborhood and airport locations throughout the United States and Canada. The new application, available for free download at the Windows Mobile Marketplace, makes Avis the first company to offer a car rental application for Microsoft Windows Phone 7 mobile devices.

"We are committed to providing our customers with technological innovations that will enhance their rental experience," said Tom Gartland, executive vice president of sales, marketing and customer care for Avis Budget Group, parent company of Avis. "We are excited to launch the Avis application for Microsoft Windows Phone 7 devices and allow those on the go to make an Avis reservation anytime, anywhere."

The application can be used to make reservations at Avis neighborhood and airport locations throughout the United States and Canada. In addition, renters can modify, view or cancel existing reservations and store profile information, such as their name, contact information and rental preferences via the mobile app. The Avis mobile application runs on Windows 7 Mobile OS and is specifically designed for Windows Phone 7 smartphones. For more information on the Avis application, visit the Marketplace, Microsoft's virtual store for apps, games and other entertainment.

"More customers are using mobile devices to make reservations," said Mr. Gartland. "In fact, the number of rentals booked via mobile platforms is increasing every month. Avis customers are also using the devices to manage their rentals, and our conversion rates are growing as well."

Introduced in the United States in November, Windows Phone 7 is the only phone with Office, X-Box Live and Bing. The device also features a "people hub" to stay connected to friends via social media, as well as hubs for pictures, games, music and videos.

The Avis Windows Phone 7 application builds upon Avis's commitment to offer renters time-saving amenities, an example of how we are "in the business of treating people like people." In 2007, the Company unveiled the industry's first online booking tool for Internet-enabled portable devices through an optimized version of Avis.com designed for mobile phones. Avis has also led the industry with innovations such as the introduction of the first portable navigation device and electronic toll collection solutions.

About Avis

Avis Rent A Car System, LLC and its subsidiaries operate one of the world's leading car rental brands, providing business and leisure customers with a wide range of services at approximately 2,100 locations in the United States, Canada, Australia, New Zealand and the Latin American / Caribbean region. Avis is one of the world's top brands for customer loyalty, ranking as the number one car rental company in the Brand Keys® Customer Loyalty Engagement Index for the past twelve years. The company is a wholly owned subsidiary of Avis Budget Group, Inc. (Nasdaq:CAR). For more information, visit www.avis.com.

The Avis logo is available at http://www.globenewswire.com/newsroom/prs/?pkgid=8896

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