



## AVIS BUDGET GROUP INVESTS IN DIGITAL TRANSFORMATION ACROSS EUROPE

PARSIPPANY, N.J., January 7, 2016 — Avis Budget Group, Inc. (NASDAQ: CAR) has invested in a series of digital enhancements across Europe to provide Avis Car Rental and Budget Car Rental customers with new mobile options as well as improved response times and enhanced experiences for users of its websites.

The digital transformation initiative delivered new Avis and Budget mobile applications — for iOS and Android platforms — in the United Kingdom, as well as new Avis websites in France, Germany, Italy, the Netherlands, and Spain. The websites feature new responsive designs that provide users with a tailored experience across all devices, including desktops, tablets and mobile phones.

“We remain focused on ‘putting the customer first’ and providing them with ways to create and manage their reservations in a simple, easy and fast manner — across all types of devices — so as to make the car rental experience as stress-free as possible,” said Mark Servodidio, president, International, Avis Budget Group. “We’re proud to report that since deploying these changes, we’ve seen an increase in website conversion rates and reservations. We hope to continue this up-trend in the coming months as we work on other customer-facing digital enhancements for 2016.”

The digital transformation investment builds upon the Company’s commitment to enhance the customer’s rental experience by utilizing the latest technology. Over the past two years, Avis Budget Group launched the next generation of its Avis website in the United Kingdom and new mobile applications for Avis and Budget in the United States. In 2013, Avis Budget Group launched new and improved Budget websites in France, Germany, Italy, Spain and the United Kingdom. The Company has also invested in its website infrastructure in the United States to provide customers who utilize the mobile versions of Avis.com and Budget.com with a host of new options and features, delivered at significantly faster speeds. This investment also included the mobile versions of Avis.com.au in Australia and Avis.co.nz for New Zealand.

### **About Avis Budget Group**

Avis Budget Group, Inc. is a leading global provider of vehicle rental services, both through its Avis and Budget brands, which have more than 10,000 rental locations in approximately 175 countries around the world, and through its Zipcar brand, which is the world’s leading car sharing network, with more than 950,000 members. Avis Budget Group operates most of its car rental offices in North America, Europe and Australia directly, and operates primarily through licensees in other parts of the world. Avis Budget Group has approximately 30,000 employees and is headquartered in Parsippany, N.J. More information is available at [www.avisbudgetgroup.com](http://www.avisbudgetgroup.com).

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