



Avis Continues to Delight Car Rental Customers, Rated No. 1 in Customer Loyalty for 13th Consecutive Year

PARSIPPANY, N.J., Feb. 21, 2012 (GLOBE NEWSWIRE) -- Avis Car Rental is second to none in delighting customers with a consistently outstanding rental experience that drives customer loyalty. For the 13th consecutive year, Avis has been named the leading car rental company in the Brand Keys Customer Loyalty Engagement Index.® The annual study examined 49,000 customers' relationships with 598 brands in 83 diverse categories. Avis achieved high marks in each of the four drivers of brand loyalty in the car rental category, including customer service and convenience; brand reputation; confidence, reliability and safety; and pricing and discounts.

"Products and services that respond with a meaningful consumer-centric view of their category — delighting the customer — are able to meet or exceed customer expectations and become category leaders," said Robert Passikoff, founder and president of Brand Keys, Inc. "We congratulate Avis for receiving the highest loyalty and engagement assessment for 2012, the 13th year in a row. Their continued success illustrates that they are 'delighting' their customers better than their competitors."

"We understand customers' expectations, and our commitment to excellence and exceeding these expectations is unwavering," said Ronald L. Nelson, chairman and chief executive officer of Avis Budget Group, parent company of Avis. "We share this award with Avis employees across the country that epitomize our 'We try harder' ethos to provide our customers with a consistently outstanding rental experience. We are confident that our new global footprint will allow us to roll out this approach around the world, which will further enhance our brand loyalty on a global basis."

Avis 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. The Company is also a leader in offering technology solutions that make travel easier, such as the Avis Triplt service that allows travelers to make an Avis reservation without having to re-enter flight or travel dates, times and locations, and the Avis iPhone and Microsoft Windows Phone 7 mobile applications that allow travelers to make, check or change reservations from anywhere.

For more information on the 2012 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 5,100 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.

The Avis Car Rental logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11593>

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