



Avis Launches New Marketing Affiliation With ADAC, Germany's Leading Auto Club

PARSIPPANY, N.J., Feb. 23, 2012 (GLOBE NEWSWIRE) -- Avis Car Rental has signed a new multi-year partnership agreement with Allgemeiner Deutscher Automobil Club (ADAC), Germany's leading automobile club. Through this agreement, ADAC will promote Avis products, services and special offers to nearly 18 million club members in Germany, while Avis will provide ADAC members with money-saving offers on a wide range of late-model, well-maintained cars, trucks and vans from a variety of manufacturers.

Avis will be featured in email campaigns and on the auto club's official website, www.adac.de, where ADAC members will have the ability to reserve an Avis vehicle for business trips, leisure travel, when their car is in the shop or when they need a rental van. ADAC members will also have the opportunity to reserve an Avis vehicle via a dedicated Avis reservation telephone number for ADAC members.

"Expanding our customer reach and generating demand through partnerships with leading travel brands is one of our core global strategic initiatives," said Larry De Shon, president, EMEA, Avis Budget Group, parent company of Avis Germany. "The new ADAC partnership is a testament to our commitment to the value of our trusted brands and our ability to provide a variety of benefits to our partners to benefit their brands and businesses."

Avis Germany offers ADAC members its world-renowned "We try harder" level of service at more than 300 locations across the country. Avis Germany is also the exclusive car rental partner of Porsche and features a variety of Porsche models for rent.

"Avis offers a wide range of premium vehicles and guarantees outstanding quality of service," said Franz Frank, managing director of ADAC Autovermietung. "Together, we are getting ADAC members in Germany and Europe out on the road whenever they need temporary transportation."

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>

CONTACT: Alice Pereira

(973) 496-6113

alice.pereira@avisbudget.com