



## **AVIS TOPS CAR RENTAL CUSTOMER LOYALTY ENGAGEMENT INDEX FOR 18<sup>TH</sup> CONSECUTIVE YEAR**

**PARSIPPANY, N.J., April 4, 2017** – For the 18<sup>th</sup> consecutive year, Avis Car Rental has been ranked the #1 car rental company in the Brand Keys Customer Loyalty Engagement Index<sup>®</sup>. The 2017 study examined brands in 83 categories. Avis received the highest marks in the car rental category by ranking first across all four behavioral engagement drivers, including empathetic customer service; comprehensible pricing discounts and options; convenience, expertise and reputation; and offering a wide range of connected and reliable features and vehicles.

“Being voted the top car rental company for the 18<sup>th</sup> consecutive year is a testament to the hard work and dedication of Avis employees,” said Scott Deaver, executive vice president and chief marketing officer, Avis Budget Group. “Whether it’s offering customers innovative solutions to give them more control and flexibility over the car rental experience, providing high-quality vehicles that meet renters’ needs or delivering premium service at each of our rental facilities, Avis employees are instrumental in driving customer loyalty and retention.”

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 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 and more recently, to take the lead in connected car technology.

Last summer, with customers’ input, the Company enhanced Avis Preferred, its express rental/loyalty program, to give members control of the entire rental experience via their smartphone. Avis Preferred members who download the Avis mobile app on iOS and Android devices can choose the exact car they want, control their experience from start to finish and get real-time updates for peace of mind. For more information or to enroll, visit [www.avis.com](http://www.avis.com).

For more information on the 2017 Brand Keys Customer Loyalty Engagement Index, visit [www.brandkeys.com](http://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 approximately 170 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](http://www.avis.com).

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