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Zipcar Expands to 100 More Colleges and Universities

More than 600 schools currently offer Zipcar as a result of the company's strong campus partnerships and its unique approach to reaching Generation Z

BOSTON, May 01, 2017 (GLOBE NEWSWIRE) -- Zipcar, the world's leading car-sharing network and the largest provider of campus car-sharing programs, today announced it has expanded to 100 more universities and colleges over the past year, bringing its total campus footprint to more than 600 throughout North America. This growth stems from an increase in the number of campuses interested in offering a car-free or car-light campus lifestyle to Generation Z (Gen Z) students, who now make up the majority of the student population.

Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/819f98e9-96cc-4f05-b341-7ae1c671093f>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/dc33ca11-b499-4314-9837-640825e0151e>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/d294aa5b-2408-49d4-b4cb-298bbfbf7b34>

New college and university partners include:

- | Cal State Monterey Bay
- | Florida International University
- | Louisiana State University
- | Oregon State University
- | SUNY Binghamton
- | SUNY Buffalo State
- | University of Colorado Boulder
- | University of Connecticut

"Today's campus planners want to offer convenient, sustainable transportation options that enable off-campus experiences for students, faculty and staff — and Zipcar is meeting that need," said Tracey Zhen, Zipcar president. "Zipcar is smart for campuses that want to reduce parking demand and promote transportation amenities that make campus life more convenient and affordable for students. Our growth shows that Zipcar is becoming an indispensable part of campus life."

Reaching Generation Z Consumers (ages 18-21)

In recent months, Zipcar has launched new "in real life" (IRL) marketing strategies tailored to the new demographic on campus, Gen Z.

Zipcar's early success on college campuses was attributed in part to millennials preferring access over ownership, coupled with the company's approach to marketing that engaged millennials in fun and interesting ways on social media and with digital advertising. Drive forward 17 years and an entirely new generation of students has taken over college campuses: Gen Z. The rise of these highly connected, brand skeptics has led to a shift in Zipcar's campus marketing strategy to an IRL approach that builds trust and grabs attention in the offline world.

"Gen Z is an exciting and quickly growing demographic that has very different attitudes toward brands and transportation," said Kate Pope Smith, Zipcar director, integrated marketing. "From what we've seen, they prefer to have access to a car rather than owning one, much like their millennial predecessors, but they also want to do business with real people, allowing us to get creative with some IRL marketing tactics that have been successful in building authentic relationships with Gen Zers."

Zipcar's IRL tactics include human-powered advertising (turning backpacks into digital billboards), emoji cars that take the popular digital icons offline, and "stop and stare" activations that offer hands-on experiences with the brand.

Zipcars on campus and in cities around the world are available 24 hours a day, seven days a week for reservation with gas, insurance and 180 miles per day included. Students at participating schools can join today by visiting www.zipcar.com/universities.

About Zipcar

Zipcar is the world's leading car sharing network, driven by a mission to enable simple and responsible urban living. With its wide variety of self-service vehicles available by the hour or day, Zipcar operates in urban areas and university campuses in over 500 cities and towns across Austria, Belgium, Canada, France, Spain, Turkey, the United Kingdom and the United States. Zipcar offers the most comprehensive, most convenient and most flexible car sharing options available. Zipcar is a subsidiary of Avis Budget Group, Inc. (Nasdaq:CAR), a leading global provider of vehicle rental services. More information is available at www.zipcar.com.

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