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## **Avis Car Rental Customers Can Take a Ride in Florida and Earn Double Points With New Promotion for Loyalty Program Members**

PARSIPPANY, N.J., Jan. 11, 2017 (GLOBE NEWSWIRE) -- Avis Car Rental today announced a limited-time promotion for members of Avis Preferred, the Company's express rental/loyalty program. Through January 31, 2017, Avis Preferred members who rent in Florida will earn double Avis Preferred Points — that's two points for every dollar they spend on vehicle rentals in Florida.

"With more than 1,000 golf courses and 1,800 miles of coastline, Florida has a lot to offer," said Scott Deaver, executive vice president and chief marketing officer, Avis Budget Group. "We're delighted to give Avis Preferred members a way to accelerate their rewards when visiting the Sunshine State this month."

With Avis Preferred Points, members earn one point for every dollar they spend on vehicle rentals and two points for every dollar they spend on optional products such as GPS, satellite radio and child safety seat rentals. Earned points can be redeemed for complimentary Avis rental days, upgrades and select optional products.

Avis Preferred allows members to skip the counter and paperwork at many locations and go straight to their car. Members who download the Avis mobile app on iOS and Android devices can also control their entire rental experience via their smartphone. Through the new "Avis Now" features, members can choose the exact car they want, control their experience from start to finish and get real-time updates for peace of mind.

Avis Preferred is free to join and is open to residents of the United States, Canada, Puerto Rico and the U.S. Virgin Islands. Customers must check the box within the Avis Preferred online profile that reads "Yes, I want to start earning points" to enroll into Avis Preferred Points. Members can also earn bonus points for achieving certain milestones such as completing their first rental and reaching annual spend thresholds. Members can track their activity on Avis.com as well as via the Company's mobile app. Avis Preferred Points cannot be earned on rentals where customers receive mileage, credits or points for a frequent traveler such as airline or hotel programs. For more information or to enroll, visit [www.avis.com](http://www.avis.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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