



AVIS ANNOUNCES GOOGLE HOME INTEGRATION WITH ARTIFICIAL INTELLIGENCE CAPABILITIES

*First Car Rental Company to Unveil a Google Assistant Action for Voice-Controlled Access
To Booking and Smoother Travel*

PARSIPPANY, N.J., July 31, 2017— Artificial intelligence (AI) is disrupting industry after industry and the travel sector is no exception. Named one of Skift Magazine’s “megatrends” for 2017, AI technology is beginning to find its way into leading travel products and services. Today, Avis Car Rental announced that it is leveraging AI to enhance customers’ journeys by being the first rental car company to launch a Google Assistant action for Google Home, available next month.

“At Avis, our goal is to use AI technology to create a more intuitive and seamless user experience for our customers that significantly differentiates us. Machine learning allows us to anticipate our customers’ needs and questions, based on their Avis Preferred profile, so they can get what they need faster,” said Arthur Orduna, Chief Innovation Officer, Avis Budget Group. “The Avis Google Assistant action changes the way travelers can interact and transact with us before, during, and after their car rental journey.”

Designed to help save time through more immediate access to the booking and reservation process, Avis’ new Google Assistant action for the Google Home device will provide travelers with instant, voice-controlled access to the car rental booking process. Through a secure integration with Avis, travelers can use Google Home to make or modify current reservations and review past trips.

The Google Assistant action is available to travelers enrolled in Avis Preferred, the Company’s free express rental/loyalty program. The AI technology uses preferences stored in a customer’s Avis Preferred profile to automatically take into account a user’s car preference and additional options such as SiriusXM radio, GPS devices and coverages to ensure an enjoyable, customized rental.

For more information, or to enroll in Avis Preferred, the Company’s express rental/loyalty program, visit 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.

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