



## Fact Sheet

### Company Overview

Avis Rent A Car System, LLC and its subsidiaries operate one of the world's leading car rental brands, providing business and leisure customers with a wide range of services at approximately 2,200 locations in the United States, Canada, Australia, New Zealand and the Latin American / Caribbean region. The company is a wholly owned subsidiary of Avis Budget Group, Inc. (NYSE: CAR). Avis Budget Group has marketing agreements with Avis Europe Plc, a separately owned UK-based company owning or franchising an additional 2,900 Avis locations in Europe, Africa, the Middle East and Asia.

### Quick History

Founded in 1946 by Warren Avis (who sold his interest in 1954), Avis was the first company to rent cars from airport locations. The company grew rapidly during the 1950's through franchised and corporate-owned expansion. In 1963, Avis introduced the award-winning "We try harder<sup>®</sup>" campaign and the tagline remains the company's rallying cry even today. Ten years later, Avis launched its innovative Wizard system, the company's proprietary reservation technology. Avis changed ownership multiple times in the 70's and 80's, becoming employee-owned in 1987. That same year, Avis introduced the Roving Rapid Return, a handheld computer terminal allowing customers to bypass the Avis counter. Two years later, the company launched Avis Cares<sup>®</sup> a program aimed at promoting renter and employee safety. In 1996, HFS Incorporated acquired Avis and then spun off as a separate public company all but the franchising rights, Wizard system, and reservation operations. In 2000, the company introduced Avis Interactive, the first Internet-based reporting system in the car rental industry, which was significantly enhanced and re-launched in 2006. In March 2001, Cendant Corporation purchased all of the outstanding shares of Avis Group Holdings and later that year moved its world headquarters to Parsippany, NJ. In 2006, Cendant Corp. separated into four independent companies: Realogy, Wyndham Worldwide, Travelport and Avis Budget Group, Inc., which is now the parent company of Avis Rent a Car System, LLC.

**World Headquarters** 6 Sylvan Way, Parsippany, NJ 07054 (973) 496-3500

**Employees** Approximately 8,800 Avis employees worldwide and an additional 12,000 Avis Budget Group, Inc. (not included in Avis total). These figures do not include seasonal hiring.

### Locations (as of 12/09)

#### **United States Only**

- Corporate: 985 (237 Airport; 748 Off Airport)
- Licensee: 299 (108 Airport; 191 Off Airport)

**Total: 1,284**

#### **International**

- Corporate: 287
  - Licensee: 634
- Total: 921** (excludes Avis Europe)

**Business Mix** Commercial: 60% Leisure: 40%

### Special Service Offerings

**Avis Preferred and Avis First**, our customer loyalty programs, offer members counter-bypass service and rewards such as free rental days and upgrades.

**Avis Cares<sup>®</sup>** is a multifaceted program designed to ensure that Avis customers have a safe and stress-free trip to their destination. Included in the offering is a guide for the proper usage of child safety seats. Avis was the first rental car company to offer the LATCH system, the federal standard for child restraint installation.

**Avis Access** is the rental car industry's first comprehensive accessibility program for travelers with disabilities.

### Partner Programs

**Upromise<sup>®</sup>** Avis is a car rental partner of Upromise, the way to save for college.

**Avis @Sears:** Avis is the official car rental partner of Sears. Avis is the only car rental company that accepts the Sears Card credit card and there are more than 130 Avis locations within the Sears Auto Centers.

### Sales Programs

**Avis Corporate Awards<sup>™</sup>** is a program designed to help small and mid-size businesses by offering low corporate rates, complimentary rental days, and free enrollment in Avis Preferred service.

**Avis MiniLease** is designed for 60 day to 11-month rentals for extended vacations, relocations or temporary assignments.

**Avis Group Sales** is designed to help group, association and family gatherings with their ground transportation needs and offers special pricing and other assistance for meetings using five or more cars.

**Avis Corporate Sales** offers large and mid-sized business managers negotiated rates, frequency benefits and optional coverages.

**Full Cost Pricing:** Avis' award-winning reservation center always quotes the full cost of a rental to a customer, including fees.

## Avis Web Sites

- [www.avis.com](http://www.avis.com) -- For customer reservations and information
- [www.avisagent.com](http://www.avisagent.com) -- For travel agents
- [www.avisinteractive.com](http://www.avisinteractive.com) -- For corporate travel managers
- [www.avisawards.com](http://www.avisawards.com) -- For small businesses who are members of Avis Corporate Awards
- [www.avis.com/avisfirst](http://www.avis.com/avisfirst) -- For members of Avis First

## Avis Budget Group, Inc. Executive Staff

**Ronald L. Nelson**, Chairman and CEO

**F. Robert Salerno**, President and COO

**David B. Wyshner**, Executive VP and CFO

**Larry De Shon**, Executive VP, Operations

**Scott Deaver**, Executive VP, Strategy

**Thomas M. Gartland**, Executive VP, Sales and Marketing

**Mark J. Servodidio**, Executive VP, Chief Human Resource Officer

**Patric Siniscalchi**, Executive VP, International Operations

**Gerard Insall**, Senior VP and CIO

**Becky Alseth**, Senior VP, Marketing

**Robert Bouta**, Senior VP, Properties

**Kaye Ceille**, Senior VP, Global Travel & Partnership Sales

**Bob Lambert**, Senior VP, Commercial Sales

**Brett Weinblatt**, Senior VP and Chief Accounting Officer

## Recent Awards and Recognitions

### U.S.A.

- #1 Car Rental Company in the 2010 Customer Loyalty Engagement Index – Brand Keys (2010)
- “Best of the Best” (Top Supplier Diversity Program) – Olive Tree Publishing Inc., publishers of Black EOE Journal, Hispanic Network Magazine and Professional Woman’s Magazine (2009)
- “One of AARP’s Best Employers for Workers Over 50” – AARP (2009)
- “World’s Leading Business Car Rental Company” – World Travel Awards (2009)
- “North America’s Leading Car Hire” – World Travel Awards (2009)
- “Caribbean’s Leading Car Hire” – World Travel Awards (2009)
- “One of the Top 50 Companies for Supplier Diversity” – U.S. Hispanic Chamber of Commerce and PODER (2009)
- #1 Car Rental Company in the 2009 Customer Loyalty Engagement Index – Brand Keys (2009)
- “One of America’s Top Corporations for Women’s Business Enterprises” – WBENC (2009)
- “One of America’s Top Organizations for Multicultural Business Opportunities” – DiversityBusiness.com (2008)
- #1 Car Rental Company (All Other Locations) in the 2008 Customer Loyalty Engagement Index – Brand Keys (2008)
- “World’s Leading Business Car Rental Company” – World Travel Awards (2008)
- “North America’s Leading Car Hire” – World Travel Awards (2008)
- “Caribbean’s Leading Car Hire” – World Travel Awards (2008)
- “Avis Preferred - Best Car Rental Program” – Global Traveler Magazine (2008)
- “One of America’s Top Corporations for Women’s Business Enterprises” – WBENC (2008)
- “One of America’s Top Organizations for Multicultural Business Opportunities” – DiversityBusiness.com (2007)
- “Best Rental Car Company” – Business Traveler Magazine (2007)
- “Avis Preferred - Best Car Rental Program” – Global Traveler Magazine (2007)
- “World’s Leading Business Car Rental Company” – World Travel Awards (2007)
- “North America’s Leading Car Hire” – World Travel Awards (2007)
- “2007 Extra Mile Award” (for electronic toll collection) – Budget Travel Magazine (2007)
- #1 Car Rental Company in the 2007 Customer Loyalty Engagement Index – Brand Keys (2007)
- “Service Excellence Award” – Net Jets (2007)
- “Partners in Progress” – Sears Holdings Corporation (2007)
- “2006 Supplier Excellence Award” – Abbott (2007)
- “2006 Car Rental Supplier of the Year” – Carlson Wagonlit Travel (2007)
- “2006 Reader’s Choice Award” – Agent@Home Magazine (2007)
- “One of America’s Top Corporations for Women’s Business Enterprises” – WBENC (2007)

### CANADA

- “Favourite Car Rental Company – Agents’ Choice Awards” – Canadian Travel Press and Travel Courier (2008)
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**For Reservations** (888) 777-AVIS or visit [www.avis.com](http://www.avis.com) / (888) TRY-HARD for travelers with disabilities

**For Media Relations Inquiries** (973) 496-3916 or [pr@avisbudget.com](mailto:pr@avisbudget.com)