

Remembering Warren Avis

On April 24, 2007, Warren Avis, an innovator and entrepreneur who left an indelible mark on global business as the founder of Avis Rent A Car, passed away at the age of 92. He died of natural causes at his home in Ann Arbor, Michigan.

A decorated bomber pilot with the U.S. Army Air Corps in World War II, Avis started the Avis Rent A Car company in 1946 at two locations at Miami International Airport and Willow-Run Airport in Ypsilanti, Michigan with an investment of \$85,000. Inspired by his frustration in finding ground transportation at airports, Avis made his idea a reality and began with two employees and fewer than 200 cars.



PHOTO COURTESY OF AUTOMOTIVE HALL OF FAME

Avis became the nation's first company to rent cars at airport locations. During the 1950s, the company grew rapidly through franchised and corporate-owned expansion. Under Warren Avis' leadership, Avis Rent A Car introduced a number of innovative business practices, including national franchise licensing and enhanced customer service practices. In 1954, Avis sold his interest in the business for \$8 million.

Born in Bay City, Michigan in 1915, Avis joined the military upon graduation from high school. After selling the car-rental giant, Avis continued his entrepreneurial career and began converting rental properties to condominiums. In the 1970s, he founded Behavioral Science Training Laboratories Inc., which focused on human relations in business management. In later years, Avis ventured into other retail and technology businesses and was the author of seven books, including his 1986 business memoir *Take a Chance to Be First*, a chronicle of the Avis Rent A Car story.

With his passing, we should take a moment to remember the legacy of Warren Avis and how he helped shape the industry we know today.

Avis Rent A Car System, LLC, and its subsidiaries now operate one of the world's leading car rental brands, providing business and leisure customers with a wide range of services at more than 2,000 locations in the United States, Canada, Australia, New Zealand, Latin America and the Caribbean region. Avis remains both one of the world's best known brands and a top brand for customer loyalty. Avis is part of Avis Budget Group (NYSE:CAR), which maintains the leading share of U.S. airport car rental revenue.

We extend our condolences to the Avis family and express our appreciation of Warren Avis for his vision, his dedication to innovation and a commitment to excellence that continues to inspire all of us to succeed.

Remembering
the legacy of
Warren Avis and
how his vision
helped shape
the industry
we know today

avis budget group