

AVIS®

THE MARKET

After 40 years in South Africa, industry leader Avis is an icon in the car rental industry. Clients experience the Avis promise, “We try harder”, because every Avis staff member is a Brand Ambassador, and each makes a personal commitment to exceed customer expectations at every interface. Only then can they don the distinctive red Avis uniform.

When customers see the red uniform, they can rest assured they’re being taken care of by someone who lives up to the Avis promise. Due to the success of Avis as an employer and skills developer, its staff has recently doubled.

Destinations include all major cities, towns, sites of interest and international locations. Avis enjoys support from the mid to upper-end of the car rental market, and all Avis Southern Africa’s businesses - which include the Avis operations in Norway and Sweden - are market leaders. Southern Africa is the largest Avis licensee outside the US.

With an extremely high brand trust factor, Avis’ clientele ranges from families on holiday to business people who need reliable transport. Many are return customers, who know Avis is more about people than about cars.

ACHIEVEMENTS

The 2006 Association of South African Travel Agents (ASATA) awards saw Avis taking Best Car Rental Company in South Africa for the fifth consecutive year. Avis is the first car rental company in the history of the ASATA awards to accomplish this.

In its 40 years of service to South Africa, Avis has reached 40 percent of the market share - no mean feat given the size of the market and the number of competitors vying for a piece of the pie.

Avis has played a pioneering role in the development of car rental as an integral part of the Southern African travel and tourism infrastructure. Its people, advanced technology and comprehensive product range continue to set standards for the industry.

HISTORY

In 1967, with a “rental fleet” of three cars and a R20,000 loan, Zeda Car Rental and Tours in Bloemfontein, was established - later to become Avis Southern Africa.

Avis itself was born in Detroit in 1946, the brainchild of Warren E Avis who noted the brisk development in commercial aviation after World War II, and figured that people would need to get from airports to other destinations.

In 1969, Avis Inc - the international holding company of the Avis brand - developed an association with Zeda, which began trading under the Avis name.

Many years of innovation, expansion and dedication followed, putting Avis firmly on the map in southern Africa, both as a favoured car rental company and as a major player in the tourism trade.

Many challenges faced the South African operation. The car rental concept was virtually unknown; creating a market meant changing travel habits and even lifestyles. Getting a

foothold in airport terminals took years of lobbying and negotiation.

Avis has maintained its lead in the South African car rental market through continuous innovation - including state-of-the-art technology - and an almost fanatical focus on service. In 1980, it expanded into the longer-term market, establishing a leasing division.

Prior to 1994, in anticipation of the normalisation of South Africa’s political status and the potential for regional travel, Avis expanded into neighbouring countries. Today, its footprint covers the entire sub-continent from Angola to Zimbabwe.

Avis SA is now the largest licensee outside the US (other than its own licensor, Avis plc) in the worldwide Avis group. The company has the largest car rental fleet in the world.

THE PRODUCT

The Avis product line demonstrates attention to people, and to innovation.

Avis Rent-A-Car serves corporate and leisure travellers and has these additional specialist divisions:

- Avis Chauffeur Drive: Chauffeur driven services for discerning travellers
- Avis Luxury Cars: “Special occasion” vehicles, such as the latest and sportiest models available on the market
- Avis Point-to-Point: An inner-city transfer service
- Avis Van Rental: Offers small to medium businesses a convenient and affordable facility for back-up light commercial vehicles
- Avis Truck Rental
- Zeda Cars: Retailers of high quality, low-mileage ex-Avis rental vehicles

Avis Fleet Services handles fleet financing and management; its value-added divisions are:

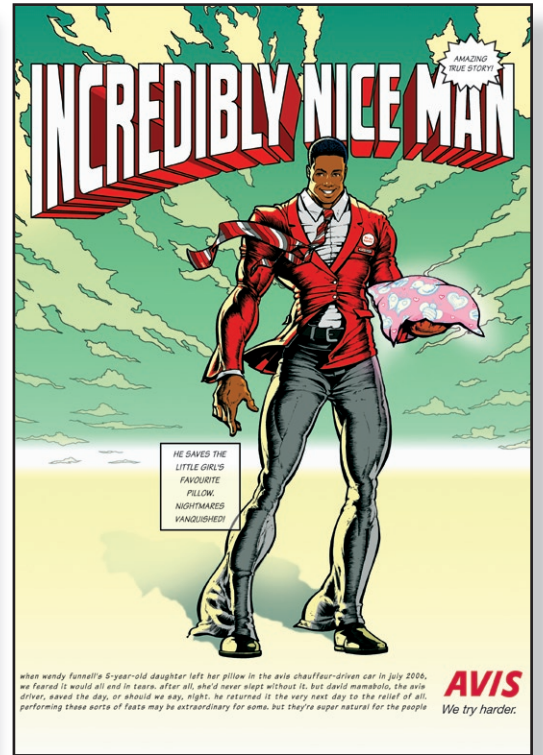
- Fleet Accident Management: Manages accidents, costs and repairs on behalf of fleet owners
- MasterDrive: Offers advanced driver training
- Car Mall: Retailers of high quality, high-mileage ex-Avis leased vehicles
- Van rental: Allows clients to rent a van on a daily basis

The company’s dedicated toll-free helpline assists with any product queries.

RECENT DEVELOPMENTS

Avis has made it a simple and efficient process for clients to access information and book services online.





Avis is expanding its Luxury Collection, a service that offers users an experience rather than just a ride. Clients are given a magazine, bottled water and can enjoy their own choice of music.

A number of new cars will be joining the Avis fleet this year such as the Mercedes C-Class, The Audi TT, the Toyota Corolla and the Hummer.

PROMOTION

Avis makes use of all traditional advertising mediums, and is responsible for up to 50 percent of industry adspend. Avis has a strong presence in in-flight magazines. Adspend includes airport boarding, billboards, regional radio stations, television and print, and brand building continues online.

High-profile sponsorships include the Nedbank Golf challenge, Women's World Cup of Golf and the sponsorship of rider Taryn Gilbert at Kyalami's Avis Derby.

Avis supports various community initiatives and is heavily involved in CSI programmes, as well as conservation and environmental issues.

Advertising and promotions are carefully managed, always people-centric, and reassure travellers over safety.

BRAND VALUES

Forty three years old, "We Try Harder" is one of the world's best known and longest-surviving brand promises. Key to this is the customer service culture at Avis - first and foremost, Avis is about people.

The Avis Brand Ambassador programme ensures company values are met by all staff. The programme helps employees understand how their own behaviour determines how Avis performs and how it is perceived.

The objectives of the program include creating an understanding that every person at Avis is

a Brand Ambassador who "chooses to" carry the Avis brand with pride, to reinforce the Avis spirit and awaken a united Avis community that collectively lives out the Avis brand qualities:

- Realising the company's vision of exceeding customer expectations at every human interface
- Fulfilling its brand promises: "We Try Harder" and "People are more important than cars"
- Accepting the brand values: Empathy, honesty and humanity

The essence of the Avis brand is that: "At Avis, people will always be more important than cars. And what matters most to them will always be what matters most to us. Reassuring, reliable, consistently caring, captured in the warmth of a smile and a welcome 'hello'. And because best can always be bettered, Avis will never stop striving to try a little harder, give a little extra. Because at Avis, commitment is more than a slogan, it's a passion, a way of life. The very heart of who we are and what we do. What we have always done. Try Harder. For you."



THINGS YOU DIDN'T KNOW ABOUT AVIS

- Much-loved founder and WWII veteran Warren E Avis passed away in April 2007
- Avis Preferred Service is the fastest way to rent a car. Clients sign a master rental agreement and enrolment application - and need never sign a rental agreement again
- Avis owns 40 percent of the car rental market in South Africa and averages 90,000 transfers a month