



October 17, 2013

Dear Mr. Theopolis,

On behalf of Avis Budget Group, I would like to thank you for taking time out of your day to reach us with your concerns.

Now, I know that you don't like the fact that you have been greeted by an automated system. We apologize for any discomfort you felt during that call. Although our new system has an automated voice, it has many benefits that you can take advantage of. Before I go on any further I would just like to point out something that may satisfy your complaint.

A case study was recently conducted on Avis Budget Group's new self-service system. In this case study research shows that we have not completely forgotten about you, our most loyal customer. We understand you would prefer to speak with a live agent and we have provided that as an opt-out option. The way this works is as you are contacting us, the system tracks your information via caller ID. Once your information is tracked, your account appears up on the agents screen. You then have the choice to talk to a live agent. Although having an automated system saves you more time, we value that you would rather speak to a representative.

Now here are some benefits our new automated system offers to you:

- 100 Percent of Uptime
- Easier way to cancel or confirm
- Making Reservations Quicker

Once again, we apologize for any inconvenience we have caused you. We do appreciate your long term commitment to our company and we value your business. Please enjoy a **10% off** your next car rental.

If you have any other concerns or suggestions please contact me at: (347) 394-3345.

Sincerely,

Braulio Collado