

Avis Rent Car System, Inc.

4500 South 258th West Street

Orlando, Florida, 25478

The Avis logo is displayed in a red, bold, sans-serif font. It is positioned in the upper right corner of the page, within a white rectangular area. A thin horizontal line is located below the logo.

October 16, 2013

Davis Theopolis

324 Wingnutty, Inc.

Crescent City, CA 95531

Dear Mr. Theopolis:

Thank you for taking the time to tell to us that our voice response system did not meet your expectations.

We sincerely regret that you had an unpleasant experience and we want to address your needs by explaining that our new system allows you to switch to an operator whenever you need.

We would like take this opportunity to better introduce you to a new solution that gives you a convenient self-service option for common tasks such as confirming or canceling reservations.

After carefully consideration, we wanted to share with you two of the most important solutions offered by our new system:

- It responses proactively to a caller before they even speak by using caller ID to identify the client, that way it allows our agents to assist our customers with reservations and to improve the client experience.
- Our call completion rate has exceeded our expectations by 70 percent which has allowed AVIS BUDGET to deliver 100-percent uptime.

There have not been any changes on the quality of service provided to you and we hope to continue providing you with the same fine service through our new response system and most importantly to have you started in becoming acquainted with our new system.

We do understand that any transition will seem unfamiliar, but we do hope that you continue to discover the great advantages offered by our new system.

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We feel and do hope that our new automated service can meet your expectation and we look forward to doing business with you. We appreciate your understanding with this matter. Should you have any questions don't hesitate to contact me.

Sincerely,

Michael James

Vice president of Customer Care at Avis Budget Group

4500 South 258th West Street

Orlando, Florida, 25478

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