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**AVIS Preferred**

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# Norwegian Unveils Exclusive Car Rental Partnership with Avis

-Norwegian Reward members can now earn CashPoints to redeem for future travel -

**NEW YORK CITY (OCTOBER 23, 2018)** – Norwegian Reward, the [award-winning loyalty program](#) of Norwegian Air, is continuing its rapid expansion by adding a new car rental partner, Avis Car Rental. The exclusive partnership will allow Reward members to earn points towards future Norwegian flights every time a rental car is booked anywhere around the world where Avis is offered through [www.norwegianreward.com](http://www.norwegianreward.com).

Norwegian Reward makes it easier for members to earn as they travel. Members receive CashPoints, valued approximately 10 points to \$1, which can be earned by booking Norwegian flights or purchasing products and services with its growing list of travel and retail partners. CashPoints can then be applied toward the cost of Norwegian flights, including all flight extras and taxes.

Starting today, Norwegian Reward members can earn up to 10% CashPoints and up to a 15% discount when booking a rental with Avis\*. Members can also add an additional driver for free.

In the following weeks, frequent flyers who take more than six Norwegian flights in a year will receive an invitation to the Avis Preferred Plus tier within the Avis Preferred loyalty scheme, for at least a year. Members with 18 Norwegian flights or more will receive an invitation to Avis President Club, for at least one year. Members will also be able to claim missed CashPoints up to six months after their car rental.

“With more than eight million Reward members worldwide saving money on Norwegian flights, adding car rental to their holidays can provide even more relief to their wallets thanks to our new partnership with Avis,” said Brede Huser, Managing Director at Norwegian Reward.

“We are thrilled to be the official car rental partner for Norwegian Reward. Ensuring excellent customer service and rewarding our customers is very important to us and being able to offer the benefits of our loyalty program Avis Preferred, to members of Norwegian Reward is a great fit,” said Julia Kemp, Director of Global Sales and Partnerships at Avis.

Norwegian Reward has more than 8.3 million members worldwide and close to one million members in the U.S. The loyalty scheme was voted [‘Program of the Year Europe & Africa’](#) for the second consecutive year at the 2018 Freddie Awards.

\* Conditions apply: Norwegian Reward members must book via [www.norwegianreward.com](http://www.norwegianreward.com) to receive CashPoints and discounted rates

**Note to Editors:**

**Norwegian Reward Member Offer**

- Up to 10% CashPoint earn
- Up to 15% discount (up to 40% against standard rates)
- Free additional driver
- Members with 6 Norwegian flights or more automatically receives Avis Preferred Plus status
- Members with 18 Norwegian flights or more automatically receives Avis President Club status
- Retroactive claim of CashPoints 6 months after rental

### **Avis Preferred Plus Loyalty & Benefits**

- [Priority service](#)
- Free weekend voucher after the member's third rental
- Ongoing [single upgrades](#) (subject to availability)
- Free additional driver
- Priority for car availability

### **Avis Presidents Club and Benefits**

- Priority service
- Free weekend voucher after the member's third rental
- Guaranteed single upgrades (airport and rail stations)
- Double upgrade on availability during weekends
- Free additional driver
- Priority for car availability

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### **About Norwegian Reward**

Norwegian Reward is the award-winning loyalty program of the [World's Best Low-Cost Long-Haul airline](#), Norwegian. The loyalty program launched in 2007 and currently has more than 8.3 million members worldwide earning CashPoints which helps reduce the cost of travel with Norwegian. Norwegian Reward won 'Program of the Year Europe and Africa' and 'Best Promotion' at the 2018 Freddie Awards and Airline Program of the Year and Best Loyalty Credit Card Europe/Africa at the 2017 Freddie Awards. For more information please visit [www.norwegianreward.com](http://www.norwegianreward.com).

### **About Avis**

Avis operates one of the world's best-known car rental brands with

approximately 5,500 locations in nearly 170 countries. Avis has a long history of innovation in the car rental industry and is one of the world's top brands for customer loyalty. Avis is owned by Avis Budget Group, Inc. (NASDAQ:CAR), which is the parent company of Avis, Budget, Zipcar, Payless, Apex Car Rentals, France Cars and Maggiore. Through these leading mobility brands, customers can get just about any type of vehicle (car, truck, van), for any length of time (minute, hour, day, month), for any purpose (business, leisure), across more than 11,000 locations in approximately 180 countries. For more information, visit [www.avis.com](http://www.avis.com).

### **About Norwegian**

Norwegian is the world's sixth largest low-cost airline and carried around 33 million passengers in 2017. The airline operates 500 routes to 150 destinations in Europe, North Africa, Middle East, Thailand, Caribbean, the U.S and South America. Norwegian has a fleet of 150 aircraft, with an average age of 3.6 years, making it one of the world's youngest fleets. Norwegian was named the [Most Fuel-Efficient Airline on Transatlantic Routes](#) by the International Council on Clean Transportation (ICCT). Norwegian has been voted 'Europe's best low-cost carrier' by passengers for five consecutive years at SkyTrax World Airline Awards from 2013-2017, along with being awarded the 'World's best low-cost long-haul airline' in 2015, 2016 and 2017. Norwegian employs 9,000 people. The airline offers 40 nonstop routes from the U.S. to London, Paris, Scandinavia and the Caribbean.

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