



## FOR IMMEDIATE RELEASE

### **Zipcar Officially Launches in Lafayette, Indiana**

*Zipcar's convenient and cost-effective service offers additional transportation solution  
for city residents and visitors*

**Lafayette, February 1, 2017** – Zipcar, the world's leading car sharing network, today announced a new partnership with the City of Lafayette to bring its "wheels when you want them" membership service to area residents, businesses, visitors and students.

Two Zipcars, available for reservation by the hour or by the day, are now parked at the Riehle Plaza on North 2<sup>nd</sup> Street. The vehicles are parked in designated spots for convenient pick-up and drop-off and can be accessed in minutes by downloading the Zipcar app and signing up.

The Zipcar Lafayette fleet features a Honda Civic to zip around town or a Mitsubishi Lancer for a business meeting or a grocery run. Each reservation includes gas, insurance and 180 miles of driving per day, making it a great option for those looking for ways to save money on the high cost of car ownership.

"Zipcar is thrilled to be expanding our 'wheels when you want them' service to Lafayette," said Elizabeth Johnston-Cook, regional vice president of Zipcar. "Area residents now have all the benefits of car ownership without the cost and hassles, and provides car owners with access to a second car when they need it."

Zipcar's launch in Lafayette builds on successful programs at Purdue University. With a large number of Lafayette residents already using Zipcar in other locations, the company was eager to provide members with convenient access to wheels where they live, work and play. Zipcar members can reserve and drive vehicles throughout the area or in any one of the hundreds of cities and towns around the world where Zipcar operates as well as at over 60 airports.

Dennis Carson, Economic Development Director for the City of Lafayette says, "The City of Lafayette is excited to add to the transportation choices downtown. With Zipcar located at Riehle Plaza, area residents and all Lafayette citizens have multiple transportation choices for their needs from short local trips to long excursions. Zipcar car sharing joins regional transit and buses, City Bus and even bike share all of which make downtown a destination for working, living, shopping and entertainment."



Local businesses in Lafayette can benefit from Zipcar's presence through the *Zipcar for Business* (Z4B) program that offers discounted driving rates Monday through Friday. The Z4B program helps businesses save money, meet environmental sustainability goals and reduce parking requirements by providing employees with access to Zipcar for business needs and other uses.

Prospective members can join the service and start driving in minutes through Zipcar's mobile app. For more information on Zipcar in Lafayette please visit: [www.zipcar.com/lafayette](http://www.zipcar.com/lafayette)

### **About Zipcar**

Zipcar is the world's leading car sharing network, driven by a mission to enable simple and responsible urban living. With its wide variety of self-service vehicles available by the hour or day, Zipcar operates in urban areas and university campuses in over 500 cities and towns across Austria, Canada, France, Germany, Spain, Turkey, the United Kingdom and the United States. Zipcar offers the most comprehensive, most convenient and most flexible car sharing options available. Zipcar is a subsidiary of Avis Budget Group, Inc. (Nasdaq: CAR), a leading global provider of vehicle rental services. More information is available at [www.zipcar.com](http://www.zipcar.com).

# # #

### **Media Contacts:**

Lindsay Wester  
Public Relations Manager, Zipcar  
[lwester@zipcar.com](mailto:lwester@zipcar.com) 508-733-8660

Dennis Carson  
Economic Development Director, City of Lafayette  
[dcarson@lafayette.in.gov](mailto:dcarson@lafayette.in.gov), 765-807-1093