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## Norwegian adds Avis as car rental partner to drive customers toward cheaper flights

Norwegian Reward, the loyalty programme of Norwegian, is continuing its growth by adding a new car rental partner, Avis Car Rental. The new partnership will allow Reward members to earn points towards cheaper and free Norwegian flights when booking car rental at destinations around the world at [www.norwegianreward.com](http://www.norwegianreward.com)

Norwegian Reward makes it easier for its members to earn cheaper or free flights for everyday consumers. Members receive CashPoints, valued approximately 10 to £1, which can be earned by booking Norwegian flights

and purchasing products and services with its growing list of partners. CashPoints can then be spent toward the cost of Norwegian flights, including all flight extras and taxes.

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

In the coming weeks, frequent flying members 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. Norwegian Reward members will also be able to claim missed CashPoints up to six months after the car rental ends.

**Brede Huser, Managing Director at Norwegian Reward said:** *“Building on the success of Norwegian Reward’s growth, we’re delighted to add Avis to our growing list of partners where members can earn CashPoints.*

*“With more than 8 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.”*

**Julia Kemp, Director of Global sales and Partnerships at Avis:** *“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 programme Avis Preferred, to members of Norwegian Reward is a great fit.”*

Norwegian Reward has more than 8.3 million members worldwide and 1.2 million in the UK. The loyalty scheme was voted ‘Program of the Year Europe & Africa’ for the second consecutive year at the 2018 Freddie Awards.

- **ENDS**

**Notes to editors**

- 10 CashPoints = app. £1 – dependent on currency exchange rates
- Lead-in fare from Gatwick to Barcelona/Madrid/Malaga: £29.90 one-way incl. taxes and charges

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

### **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
- Retro claim of CashPoints possible 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
- Ongoing single upgrades (subject to availability)
- Free additional driver
- Priority for car availability

### **About Norwegian Reward**

Norwegian Reward is the award-winning loyalty programme of Europe's third largest low-cost airline, Norwegian. The loyalty programme 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).

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## **Norwegian in the UK and Ireland:**

- Norwegian carries **5.8 million UK passengers each year** from London Gatwick, Edinburgh and Manchester Airports to **50 destinations worldwide**
- Norwegian is the **third largest airline at London Gatwick**, with 4.6 million yearly passengers, and with more than 1,000 UK-based pilots and cabin crew
- In 2014, Norwegian introduced the **UK's first low-cost, long haul flights to the U.S.** - the airline now flies to 11 U.S destinations, Buenos Aires and Singapore
- In 2017, Norwegian also launched **affordable transatlantic flights**

**from Edinburgh, Belfast, Dublin, Cork and Shannon** to the US East Coast, using the brand new Boeing 737 MAX aircraft

- Norwegian is the only airline to offer **free inflight WiFi** on UK flights to more than 30 European destinations
- The airline has one of the **youngest aircraft fleets in the world** with an average age of 3.7 years, including next-generation Boeing 787 Dreamliner, Boeing 737 MAX and Boeing 737-800s
- Norwegian has been **voted 'Europe's best low-cost carrier' by passengers** for six consecutive years at SkyTrax World Airline Awards from 2013-2018, along with being awarded the **'World's best low-cost long-haul airline'** in 2015, 2016, 2017 and 2018
- Norwegian Reward is the airline's free to join **award-winning loyalty programme** offering members CashPoints and Rewards that reduce the cost of Norwegian flights

## Contacts



### **For journalists only**

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