

Frequently Asked Questions



We know that you will have many questions about becoming an Avis Budget Group licensee. You will find answers to some of the most commonly asked questions below, but of course we will be more than happy to answer any other questions that you may have. Simply submit your interest for the relevant territory you're interested in through this [web form](#).

What are the financial requirements that I must meet to be a licensee?

Running a fleet of vehicles is resource intensive with high levels of capital required to source, finance, and operate the vehicles. Therefore, Avis Budget Group (ABG) requires potential licensees to have access to sufficient levels of capital and cash flow to be able to fund the operation. The level of these requirements are subject to the size of your potential business and are dependent on a range of factors including the size and mix of fleet, the size and spread of the network, as well as the nature of any pre-existing infrastructure that you may have which can be leveraged.

How long does the process to become a licensee take?

The size of the territory in question, the availability of fleet, pre-existing infrastructure, and IT systems, among other items, all influence the length of time needed to launch a new licensee market. Typically, this ranges from 6 to 12 months from initial expression of interest to the launch date.

What is the licensee term and what's the renewal process?

Generally, our license agreements run for a term of 5 years, with options to renew at the end of this period. The ability to renew is influenced by your results during the previous term and the achievement of mutually agreed performance metrics.

What is the Territory Fee?

Generally, the Territory Fee is a one-off fee which for the duration of the agreement (including any subsequent contract renewals), provides you exclusive rights to operate the agreed brand for the agreed services in the territory under discussion.

What territory does a licensee include?

During our discussions, we will define the territory to be included. This may be defined by a map depicting the boundaries, by the current legally defined civil geographic limits of the named territory; or in the case of an entire country, by the current internationally recognized borders of the nation in question.

Which territories are currently available for licensing?

Avis Budget Group (ABG) operates a number of brands across the world and the availability of these brands varies from region to region. We therefore encourage you to submit your interest in becoming an ABG licensee listing the region you are interested in through this [web form](#).

What brands are available for licensing?

Avis Budget Group operates a number of global brands, as well as some that are regionally based. Please see our brands section for more information. Availability is subject to the brand in question being available in the territory you are interested in.

What are royalty and marketing fees?

Royalty fees are a percentage of your revenue payable monthly on the preceding month's revenue. These fees vary by business segment, for example daily rental, leasing, chauffeur drive and so on, and by vehicle type, i.e. passenger cars, buses, commercial vehicles etc.

Marketing fees are an agreed percentage of your total revenue that is invested into marketing related activity.

Do you provide IT Systems and Tools?

We have over 75 years of experience in renting and managing vehicle fleets, and with this comes many years of investment and development in financial and operational systems. We will work together with you to evaluate your needs and identify which of our systems would benefit your new licensed operation. This includes providing access to our global reservation system.