

Avis Rent A Car to cut paper use by going electronic

May 16 -- Avis Rent A Car System LLC expects to cut paper consumption by 100 tons per year by discontinuing the printing and distribution of scores of customer brochures and other marketing materials.

The Parsippany, N.J.-based company said the move will avoid the use of 1,500 trees per year and reduce costs.

"In today's wired world, our customers have told us they want to obtain this information electronically, via Avis.com," said Becky Alseth, senior vice president of marketing for parent company Avis Budget Group. "This presented us with the opportunity to reduce our environmental footprint, which is also very important to Avis customers."

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