

Warren Avis, car rental founder dies

by UPI

ANN ARBOR, Mich. - Warren E. Avis, a Michigan car dealer who tired of waiting for a taxi and founded his own car rental agency, has died at 92.

Avis died Tuesday at his home in Ann Arbor, Mich.

In 1946, when Avis opened his first Avis Airline Rent-A-Car operations in Florida and Michigan, his rivals were all downtown so he moved to the airport.

Avis, known for the "We Try Harder" slogan, clicked and surged to No. 2 nationally but its restless founder sold out in 1954 and moved on to other pursuits.

Warren Edward Avis was born in Bay City, Mich., north of Detroit, in 1915. He tried his hand at several things, including the military, until he began his car rental service with \$10,000 of his own money.

He was survived by his wife, two sons, a daughter, six grandchildren and one great-grandchild.

Copyright © 2007, by United Press International. All Rights Reserved.

Warren Avis, car rental founder dies by UPI