

# CAR PARK MANAGEMENT



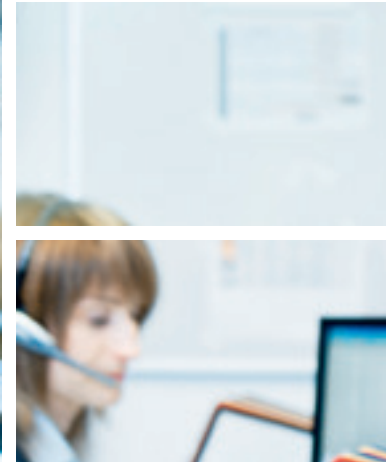
# SMART OPERATION – FOCUSING ON THE CUSTOMER

- Management of car parks with barriers
- Management of pay and display car parks
- Temporary car park management, e.g. for events

## State-of-the-art parking technology: Smart, connected, versatile

APCOA PARKING fulfils the potential of modern parking facilities

- Convenient access using non-contact entry systems (e.g. RFID) or credit card
- Attractive offers for drivers, e.g. payment cards covering several car parks
- Payment by mobile phone
- Online reservation of parking spaces



## State-of-the-art centralised Customer Support Centres: Reliable, fast, customer-focused

- Open 24/7, 365 days a year, to answer questions and deal with problems
- Direct contact to the site via intercom and video, remote control of barriers
- Immediate customer service
- Compliance with auditing requirements – records of when the barrier is raised
- Customer Support Centre
- Back office: professional contact point for leaseholders and preparation of individual reports
- Detailed operational feedback for every day car park is open

# APCOA PARKING ACTIVELY MARKETS CAR PARKS



## Modern Service

Revenue management

- Tariff optimisation model
- Market research
- Competitor analysis



## Online marketing

E-Commerce

- Booking platform for season tickets
- Booking platform for airport parking

Search engine optimisation

- Optimum positioning of your car park on Google, Yahoo etc.

Mobile Navigation

- Display of your car park on maps of main satellite navigation systems



## Partner network

Publishers

- Information and coupons for readers

Sales promotions

- APCOA PARKING vouchers for customers
- National promotions in conjunction with motor-ing associations and transport organisations

Charging stations for electric cars

- APCOA PARKING provides parking spaces with charg-ers for electric vehicles



## Marketing

Sales promotions

- Employee promotions
- Retail promotions

Advertising

- Made-to-measure advertising concepts for car parks

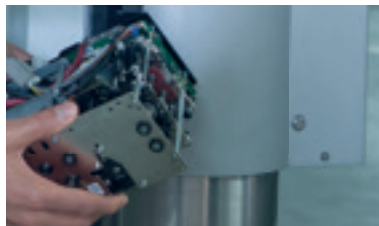
Corporate architecture

- Exclusive design for your car park
- Fast and easy orientation for drivers and pedestrians

Car park advertising sales

- Making car parks more attractive and increasing revenue





# FACILITY MANAGEMENT AND OPERATIONS

## THE BEST POSSIBLE BASIS FOR BUSINESS

### Excellent operating processes

- Defined processes for all tasks
- Use of key performance indicators/industry benchmarking
- Sharing of European internal best practice
- Central purchasing with price monitoring
- Continuous controls
- APCOA PARKING traffic management system and own car park design
- Repair, maintenance and safety inspections for lifts, fire protection equipment, CO equipment, building structures, lighting, etc.

# CAR PARK MANAGEMENT AT A GLANCE



## APCOA PARKING – We know how!

APCOA PARKING is Europe's largest parking management company and operates car parks in 12 countries across Europe. APCOA PARKING offers its business partners a broad range of services covering all aspects of car park management. Our clients include local authorities, shopping centres, airports, trade fairs, top international hotels, banks, insurance companies, sports stadiums and arenas.

## APCOA PARKING – for guaranteed expertise.

- Experts across 12 European countries
- International experience and regional market knowledge
- Independent, objective and focused on our core business

## APCOA PARKING makes car parks profitable.

- Maximum return on investment
- Pricing and yield management
- Price leaders in Europe thanks to central procurement

## APCOA PARKING – the security of Europe's number 1.

- Market leader with over 7.500 locations in Europe
- Financial stability thanks to a diverse portfolio
- Steady growth for over 40 years

## APCOA PARKING provides made-to-measure solutions.

- Operational solutions for all types of parking facilities
- Individual contracts
- Individual on/offline applications for garages

## APCOA PARKING thinks of tomorrow today.

- Sustainable growth
- Green solutions
- Corporate social responsibility

