CAR PARK MANAGEMENT

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-transport organisations
Charging stations for electric cars
APCOA PARKING provides parking spaces with chargers 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

APCOA PARKING Holdings GmbH
P.O.Box 23 04 63
D-70624 Stuttgart (Airport)
Tel +49 711 947 91-0
www.apcoa.com
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

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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.

FACILITY MANAGEMENT AND OPERATIONS

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APCOA PARKING – the security of Europe’s number 1.

APCOA PARKING – makes car parks profitable.

APCOA PARKING – for guaranteed expertise.

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.

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AT A GLANCE

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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
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