



# CITY- & SHOPPING CENTERS

## URBAN PARKING SOLUTIONS



# MADE FOR YOUR BUSINESS



APCOA offers professional lifecycle management, maintenance, intelligent investment strategies and innovative parking products.

- We increase your revenue by building contract parking volumes and raising short-term parker occupancy.
- We will continually lower the costs of running your site.

## LET US TAKE CARE OF THE DETAILS

Our unmatched operational excellence takes care of your car park as if it was our own:

- Equipment maintenance
- Cleaning
- Service centre
- Reporting
- Signage

## PLAN FOR TODAY AND TOMORROW

APCOA invests in your site across its entire lifecycle. We pay attention to sustainability and your environmental agenda and can advise you on how to improve the design of your car park.

# MADE FOR TODAY'S CUSTOMER

## MAKE TECHNOLOGY WORK FOR YOU

- Automatic number plate recognition (ANPR) or RFID lets your customers drive in and out without stopping
- Web applications to let people pay online or pre-book spaces
- Innovative payment methods like pay by phone or automated payment

## WE KNOW YOUR CUSTOMERS

- Ongoing research on target groups
- Research projects on innovative parking ideas
- Use of modern technology to meet customer demands
- Parking apps to integrate with the consumers' digital lifestyle



# OUR SOLUTION AND YOUR BENEFIT

## COMMERCIAL ASSET MANAGEMENT

As part of our industry-leading parking management best practice, we use Commercial Asset Management (CAM) to provide a detailed analysis of your car park.

## CONSUMER INSIGHT

We provide targeted consumer marketing based on valuable insights.

## TECHNOLOGY

We offer latest technology to improve customer experience (seamless travelling).

## YIELD MANAGEMENT

We maximize both car park occupancy and parking revenue.

## LIFECYCLE MANAGEMENT

We finance or invest in site upgrades together and optimse the lifecycle.

## SERVICE EXCELLENCE

We provide smooth and seamless operations.

## DIGITAL

We use a digital platform to create a consumer centric mobility experience.



# OUR KEY REFERENCES



## CITADELLA

Verona, Italy

## GLOBEN SHOPPING

Stockholm, Sweden

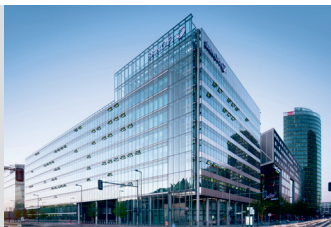


## RO'S TORV SHOPPING

Roskilde, Denmark

## SONY CENTER

Berlin, Germany



## AKER BRYGGE

Oslo, Norway

# YOUR CONTACT



**FRANK VAN DER SANT**  
Chief Commercial Officer

[sales@apcoa.eu](mailto:sales@apcoa.eu)

## GENERAL INFORMATION ABOUT US

APCOA PARKING Group is the leading full-service parking management company in Europe. The company has over 45 years of experience and expertise in 13 European countries and an extensive portfolio of clients.

The Group manages about 1.4 million individual parking spaces. In doing so, APCOA uses its international experience to deliver future-oriented and innovative mobility services to customers and property owners at over 9,000 locations. The company's 5,000 employees contribute their know-how and local expertise to deliver excellent services to customers and business clients. APCOA's goal is to provide intelligent solutions in parking that meet the demands of the modern, connected consumers by providing them with an equally connected car park

APCOA – we connect parking and mobility.

**APCOA PARKING HOLDINGS GMBH**

P.O. Box 23 02 57

70622 Stuttgart (Airport)

Tel: +49 (0)711 94791-100

[www.apcoa.com](http://www.apcoa.com)