



“More convenient, quicker, better”

17/12/2016 The aim of Evopark and its system is to allow drivers to concentrate on enjoying driving without their pleasure being spoiled by having to search high and low for a parking spot. The perfect complement to the right “work-drive balance”.

Travelling from one appointment to the next by car sounds like a stressful scenario to many of us. However, Porsche and Evopark have shown – each in their own distinctive way – that it does not have to be like this: While the Stuttgart-based sportscar manufacturer has developed, in the form of the Panamera, a vehicle that can transform tedious journeys from A to B into a pleasurable experience, Evopark focuses on simplifying the process of parking in congested areas. Two factors that contribute to an even “work-drive balance”.

The two worlds then met at an event hosted in Berlin. Together with other founders, Sven Lackinger explored the Berlin start-up scene – in none other than the Panamera. But let's start at the beginning.

Back in 2014, Maximilian Messing, Tobias Weiper, Sven Lackinger and Marik Hermann were already asking themselves how the process of parking could be made more convenient for drivers. They were fed up of struggling to find a parking space, queuing up to pay at machines and having to pay with cash.

Just a short while later, Evopark was born. The electronic parking card developed by the start-up does away with the need to take a paper ticket – instead the barrier opens automatically when cars enter and exit. Payment is taken electronically, with an app providing an overview of costs and also navigating the driver to the nearest car park, if required.

The Panamera transforms from a luxury saloon into a sportscar

This idea caused a great sensation. In June 2016, Porsche Digital GmbH also came on board and has since held a minority share in the Cologne-based company. "More convenient, quicker, better – these are the precise aspects of the digital transformation that fascinate us and that fit with Porsche", said the Chairman of the Executive Board of Porsche, Oliver Blume, at the time.

More convenient, quicker, better – attributes that are also applicable to the Panamera. Sven Lackinger sits behind the wheel of the Gran Turismo. He is driving media representatives around Berlin for a day: from Café Sankt Oberholz to the Mindspace co-working platform, via the Brandenburg countryside to the Porsche Digital Lab. While driving, he talks about his vision of digital parking.

The start-up founder speaks with pride about the co-operation with Porsche. "It has been a long journey to get where we are today." However, it has been worth it. "We were confident in our concept from the outset and also confident that Porsche is the right partner for Evopark. This has been confirmed without doubt in recent weeks."

The Panamera purrs through the Berlin traffic. Lackinger appears relaxed. On the way to Brandenburg, the Panamera then transforms from a luxury saloon into a sportscar. "The car really does offer a good mixture", says Lackinger. "From comfort to sportiness – and everything in between." As the day in Berlin draws to a close, Lackinger has to hand back the key for the Panamera, albeit reluctantly. His verdict, however, is positive: More convenient, quicker, better. Just like Evopark.

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