

Porsche offers evopark solution integrated into the vehicle for the first time

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11/12/2017 Don't just drive it like a Porsche, park it like a Porsche: With the launch of the new Cayenne, Porsche AG is offering its customers a new parking service in association with evopark. It is called “Parken Plus”. The service can currently be used in 84 partner car parks in 28 German cities.

Porsche is the first manufacturer to launch the solution, devised by the start-up company evopark, on the market as an integrated feature.

With the parking service, Porsche customers will in future be able to drive into and out of car parks without stopping – the barriers open automatically without a paper ticket and parking fees are billed

once a month. Integration with the Porsche Communication Management (PCM) functionality in the new Cayenne also enables direct navigation to partner car parks. The customer can see the nearest partner car parks and their availability, prices and opening times in the PCM. “The collaboration with evopark and the integration of the parking service in the new Cayenne lays the foundations for an ongoing future expansion of attractive value-added services in the area of parking”, says Peter Jost, Director Sales Coordination and Strategy at Porsche AG.

The simplified access to car parks is an important first step to make parking more convenient for Porsche customers. The aim in future is to utilise this vehicle “downtime”: “A car is sat in a car park for most of the day. Why not use these hours to create a premium experience?”, says Jost. Value-added services that are both practical and conceivable could be parking space reservations, a car wash or minor maintenance work. These services are currently still in the pilot phase. Jost continues: “Aspects still to be considered include finding out which of these services are in demand and will get our customers excited."

Porsche Digital GmbH became involved in evopark by investing in a minority shareholding in July 2016. Scheidt & Bachmann GmbH, one of the largest system manufacturers for parking management systems and an international systems vendor in the mobility sector, is now making a strategic investment to become the new majority owner of evopark. In doing so, the company is taking over the minority interest that had been held by Porsche Digital GmbH. Porsche's investment in evopark supported and promoted the company in its early days. This new shareholding structure will allow evopark to grow even more rapidly, including internationally. Porsche will continue to work closely with evopark to be able to offer its customers even more benefits when parking.

Link Collection

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