

Porsche launches parking app to help make day-to-day life just a little bit easier

07/12/2020 Porsche Parking Plus users can now locate optimal parking with app's search functionality by vehicle model type, while also saving time with advance, contactless pre-payment

When time is short, every little way to make life a tiny bit easier helps – which is where a new app from Porsche comes in. Expanding upon its new mobility offerings, Porsche Cars North America, Inc. (PCNA) today introduced Porsche Parking Plus, an app designed to simplify the parking experience. Available on Apple and Android devices, the app offers users a quick and easy way to find parking – by comparing prices, compiling parking recommendations based on Porsche customer feedback, as well as offering contactless advanced parking reservations at thousands of locations across the US. The app is also configured with search functionality by vehicle model type and parking facility features.

To access Porsche Parking Plus, customers and others can download the app to create an account with their name, email, phone number, vehicle type and license plate number. Once an account is created, users can search for preferred parking by entering either their destination's address, location or an event name (for example, a football game or night at a concert), followed by the intended date and time for the reservation.

Users can narrow down parking options by facility type (i.e., valet, self-park, covered parking) and facility features (e.g., re-entry, attended, accessible parking, electric vehicle charging and on-site security). From there, search results will display available parking options, including top-tier facilities based on user ratings from other Porsche customers. To complete a reservation, users should select the parking facility of choice, reserve parking by credit card, Apple Pay, Google Pay or PayPal and save the ticket to their smartphone wallet for future use. Users are also able to save the parking reservation to their smartphone calendar and start the navigation to desired parking location directly from the app.

Info

The technology platform will be managed by the Chicago-based company, Arrive.

PCNA is the second market to launch the Porsche Parking Plus app, after Porsche AG began offering it earlier this year.

For additional information about the app, visit: <http://www.porscheparkingplus.com>.

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