

# Porsche launches its first in-car parking app in Australia

**03/05/2021** Porsche has launched a parking app that provides Australian owners with a contactless and convenient parking experience, directly from their vehicle.

The Porsche Park app allows owners to open carpark boom-gates and make payments via the in-car Porsche Communication Management (PCM) touchscreen, accessing the app via Apple CarPlay®.

Porsche Park, developed in conjunction with Australian smart parking solutions provider UbiPark, offers the ability to search, navigate, access and pay at selected off-street partner car park locations. The app is now available for download via the Apple App Store ([click here](#)).

Initially, all participating locations are in Melbourne, including high profile sites such as the Melbourne Arts Centre and Rialto Tower. Availability is expected to be expanded nationally in the second half of 2021.

"Porsche owners are now able to experience a completely new way of parking," said Sam Curtis, Managing Director and CEO, Porsche Cars Australia.

"We continue to develop technology that enhances the Porsche driving experience."

Porsche Park is the first Australian-built Porsche app to be available in CarPlay®, and is the latest in a suite of Porsche apps available for download such as the Porsche Track Precision or ROADS by Porsche apps.

## How it works

### *Navigation:*

To be guided to off-street Porsche Park partner car parks, a driver opens the app safely in CarPlay®, selects a preferred site and starts the navigation immediately. Participating parking locations are searchable by both name and location. You can also save preferred parking locations.

### *Access:*

Upon arrival, the app will automatically detect a car park entrance via Bluetooth and signal to the driver the available entry lanes via the centre console display of the PCM screen. The driver can then select and open the boom-gate via a button on the display without needing to handle any paper or digital tickets.

*Payment:*

After entering the car park the app will continue to monitor the parking event, with information about cost and duration of stay accessible at any time via the app on your mobile phone. When leaving the car park, the driver follows the same procedure as at arrival and a transaction summary is available immediately after exiting the car park.

## **Additional benefits for Melbourne launch**

Porsche Park app, exclusive to Porsche owners, delivers a new connected car experience, offering owners seamless live parking information, real-time navigation and a contactless solution for car park access and payment at participating locations.

By using the app, Porsche owners can also access discounted parking rates at participating Porsche Park partner sites. The app also provides information on non-barrier car parks in locations around the Melbourne CBD.

"The goal is to offer our customers unique smart mobility experiences," said Matthias Prilipp, Product Manager – New Technologies, Porsche Cars Australia.

"With Porsche Connect we have already launched a fully connected service offer as part of our digital ecosystem My Porsche. By adding services like Porsche Park via Apple CarPlay®, we are now expanding the digital portfolio to include new service models and offer a more holistic Porsche experience."

## **Apple CarPlay® standard**

Apple CarPlay® is standard across the Porsche product range in Australia, with recent models like the 911 Carrera and the newly launched Taycan featuring wireless CarPlay®.

Selected classic models can also access CarPlay® if a Porsche Classic Communication Management system is installed.

The Porsche Park app can also be operated via Apple iPhone smart phones.

Car park locations interested in joining Porsche Park should contact Porsche Cars Australia via [myporsche@porsche.com.au](mailto:myporsche@porsche.com.au).

More information on Porsche Park can be found at [www.porsche.com/australia/accessoriesandservice/parking](http://www.porsche.com/australia/accessoriesandservice/parking)

## Consumption data

### Taycan 4S with Performance Battery (Predecessor model)

\*Further information on the official fuel consumption and the official specific CO<sub>2</sub> emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO<sub>2</sub>Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, [www.dat.de](http://www.dat.de)).

## Link Collection

Link to this article

[https://newsroom.porsche.com/en\\_AU/2021/innovation/porsche-launches-its-first-in-car-parking-app-in-Australia-24239.html](https://newsroom.porsche.com/en_AU/2021/innovation/porsche-launches-its-first-in-car-parking-app-in-Australia-24239.html)

Media Package

<https://pmdb.porsche.de/newsroomzips/c1f05a55-de97-4d1d-86dd-eb84df316b91.zip>

External Links

<https://www.porsche.com/australia/accessoriesandservice/parking/>

<https://apps.apple.com/au/app/id1498192226>