



## Porsche parking app wins industry innovation award

30/11/2021 The Porsche Park App powered by UbiPark has been named the winner of the 'Excellence in Technology and Innovation Award – Off Street' at Parking Australia's 2021 Parking Industry Awards.

Porsche Park is an innovative app developed in conjunction with UbiPark, a smart parking solutions provider whose digital platform enables contactless parking technology, and makes finding and paying for car parking safe and simple.

The innovative Porsche Park app gives Porsche owners live parking information at selected off-street parking venues around Melbourne. It also provides information on non-barrier car parking locations around the Melbourne CBD.

The app offers users real-time navigation to get drivers to these available parking locations, access to these parking venues, and payment on departure.

Porsche owners can also enjoy discounted parking rates at participating Porsche Park partner sites.

The Porsche Park app is exclusive to Porsche owners. It is simple to operate through their vehicle's in-car infotainment system as well as their smartphone.

"Porsche Connect is a vital part of the holistic Porsche experience for our owners," said Matthias Prilipp, Product Manager – New Technologies at Porsche Cars Australia.

"Adding services such as Porsche Park via Apple CarPlay® means we can expand our digital portfolio to include new service models, which makes the Porsche ownership experience even more convenient.

"We are very pleased to be recognised with this award, and we also congratulate our partner UbiPark."

The Porsche Park App is available for download via the Apple App Store ([click here](#)).

Parking Australia's prestigious Parking Industry Awards recognise excellence in the parking industry and showcase exemplary projects from the previous 12-18 months.

A panel of eight industry judges review and score submissions, with 29 finalists from around the country selected.

The 2021 award winners were announced in November.

## Get with the program

Car parking venues 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)

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