Porsche Cars Australia partners with UbiPark to develop Porsche parking app

24/09/2020 Porsche Cars Australia has partnered with smart parking solutions provider UbiPark to develop a smart mobility app for Porsche owners in Australia.

The app will deliver 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 select locations. This will allow motorists to make more informed mobility choices.

UbiPark is a contactless digital parking platform that integrates multiple parking technologies, enabling car park users to locate and navigate to available parking spots at select locations with one easy-to-use mobile app.

“At Porsche, we want to help simplify everyday life through smart mobility technologies and services, enabling drivers to use their time in the car more efficiently and arrive more quickly at their destination,” said Matthias Prilipp, Product Manager – New Technologies at Porsche Cars Australia.

“To achieve this, we need to better connect owners with key infrastructure information, such as parking availability and pricing.

“The future of mobility will be increasingly connected. This new partnership with UbiPark will enable us to explore further innovations that will greatly enhance the Porsche owner experience.”

UbiPark has been instrumental in developing flexible smart parking technologies to enhance the driver experience. Having launched live availability for both on-street and off-street parking, UbiPark believes integrating these services into in-car infotainment systems will increase connectivity and offer drivers an efficient solution when it comes to parking.

“We’re extremely excited to be working with Porsche to combine our smart parking services with the in-car experience,” said Mosstyn Howell, CEO, UbiPark.

“Together, we will continue to address key pain points for motorists by developing innovative mobility solutions that further enhance the connected car experience.”

For more information on UbiPark’s smart parking solutions visit www.ubipark.com.

For more Porsche information and content please visit: newsroom.porsche.com.au/digital

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