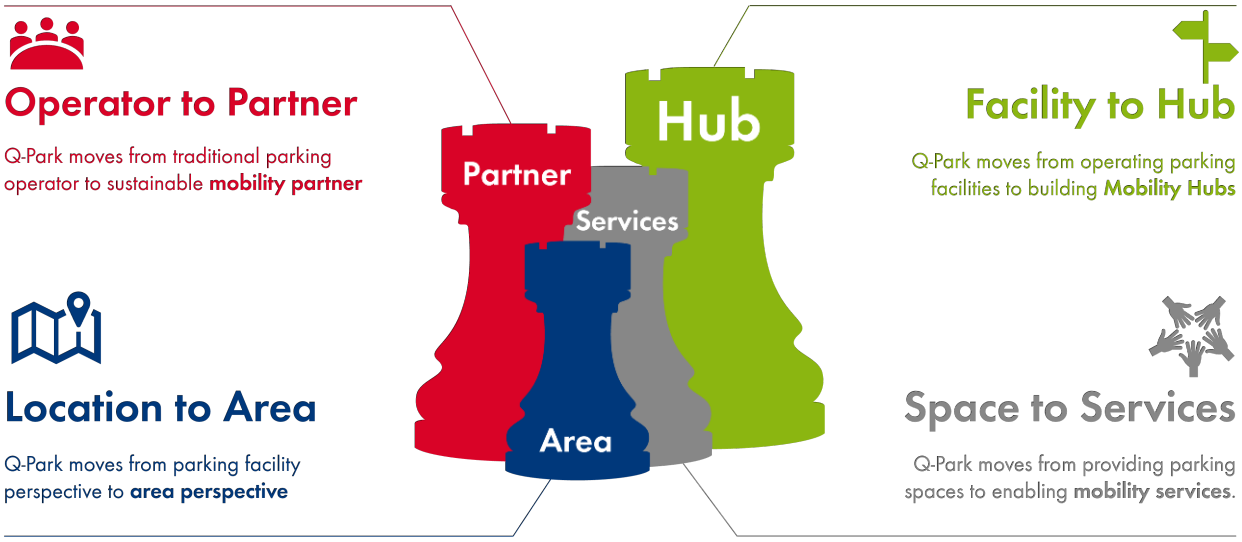
WHO WE ARE

VISION & MISSION



We are one of Europe's leading parking infrastructure owner and operator with more than 677,000 parking spaces in over 3,400 well-managed commercial parking facilities across seven Western European countries.

We mainly operate off-street parking spaces owned by us as well as parking spaces under concessions and long-term leases from public and private landlords.

We demonstrate that effective regulated and paid parking make an economic and sustainable contribution to cities and society, and that a positive parking experience impacts how people enjoy their visit, journey, shopping, commute or residence.

We have numerous mobility hubs which provide access to a variety of sustainable mobility services. Supporting urban accessibility, sustainability and liveability.

We provide sustainable mobility services such as:

- last mile logistics and locker walls;
- EV charging points and EV fleet charging hubs;
- public transport, car sharing and bicycle parking.

Sustainable Mobility

Mobility hubs are the solution

We seek to combine public and private modes of transport with public and private parking facilities. When transport nodes converge, they form a hub, making individual and sustainable mobility feasible. Meeting the needs of residents, commuters, visitors and the economic function of an urban area.

Sustainable Mobility Partner (SMP)

As sustainable mobility partner, Q-Park helps get SUMPs moving in the right direction. We contribute our considerable knowledge and experience. Together with our partners we seek ways to make sustainable mobility in urban areas successful. Measures we can help introduce include:

- transitioning from on-street to off-street parking;
- transforming search traffic to destination traffic with smart navigation and pre-booking;
- facilitating EV charging and shared mobility;
- providing bicycle parking solutions;
- offering logistics services at the edge of the city and before low- and zero-emission zones.

Vision

We aim to be the most preferred and recommended parking partner at strategic locations in Western Europe, based on functional quality, operational

PASS

Q-Park has taken parking convenience a step further – from cashless to ticketless to cardless parking – no bank or credit card required at the parking facility at all. This technology is embodied in our PaSS solutions.

Q-Park PaSS technology has been implemented in Belgium nationwide and in selected parking facilities in the Netherlands, the UK and Denmark. We have firm plans to implement the innovation in many more parking facilities in the Netherlands, Germany, UK, France, Ireland and Denmark.

Q-Park PaSS is an evolutionary innovation combining ANPR technology with digital payment solutions and Q-Park's proprietary Back Office Calculation (BOC) module. Now, we can integrate the Parking Management System (PMS) at access and exit points with Q-Park's BOC to create a seamless, fair and transparent parking experience.

Q-Park PaSS is an ecosystem. It is a collaborative economic innovation because in recent years, boundaries between industries have become blurred and customers are hyper-connected. Everyone now has access to ambient intelligence and connectivity, boundless information and unlimited choices.

Understanding this created the opportunity to grow our business by delivering and capturing value from innovation with a variety of business partners. Together we considered how to:

- simplify the various steps a parking customer needs to take (literally and figuratively) and we innovated to make these steps as simple as possible;
- connect the various sales & service channels a customer uses and we innovated for transparency, flexibility and freedom of choice;
- plan adaptively for businesses who wish to offer parking as part of their service and we innovated to ensure seamless integration with their backoffice systems.

In Belgium PaSS is integrated with partner applications:

- Payment Service Providers (PSPs), providing effortless parking for their clients using their mobile banking app;
- Mobility Service Providers (MSPs) such as EasyPark, Parkmobile and 4411, providing an integrated on-street and off-street solution for their app users.

Integrating payment options is a specific Q-Park PaSS solution and is available to any customer using an app which is part of our ecosystem. Customers register their number plate and link it to a bank account. Their number plate then forms their key to access Q-Park car parks.

PASS

PARKING AS A SMART SERVICE

Powered by Q-Park