

Press Release

Mobile parking for European car drivers: **ParkU parking app enables digital payment for street parking**

- The ParkU app now empowers users to **pay for street parking** transactions directly from their phone in 36 cities across Germany and Austria
- **All in one service** – reservable parking, information on parking spaces and street parking – provides first-class parking offer in one single app
- **New brand identity** and **new website** for the marketing of ParkU parking services

Berlin/Vienna, June 1st, 2017 – ParkU, the parking app for car drivers Europe-wide, adds another dimension to its advanced booking service for reservable parking: on-street parking. In 36 cities across Germany and Austria, car drivers can now use the app to pay for parking in publicly managed parking spaces. This makes the bothersome search for change and the walk up to the parking meter a thing of the past.

The new additional map view of the ParkU app shows the parking zone in which the driver is currently located. To get a digital parking permit, all the driver needs to do is press the start button after parking. The driver only pays for the exact time he parked, except in Vienna, where he must decide in advance how long he intends to park.

The app's new street parking function complements the range of existing features, which allow the user to find and reserve parking in advance – for example in parking garages – in 55 European cities and at airports. Advance booking makes it possible for ParkU to determine whether a parking lot is occupied or not and display available reservable parking lots in real-time. The app also provides up-to-date parking information like prices, opening times and availability on six million parking lots throughout Europe. It therefore bundles a wide range of parking services - such as reservable car parks, information on parking spaces and street parking - giving the driver access to a first-class parking offer.

“Master the parking situation with just one app”, is how Michaela Watz, Country Manager for Austria and Switzerland at ParkU, summarizes the benefits of the advanced mobile parking services app from ParkU. “The possibility to get digital parking permits for both public and private street parking gives drivers access to advanced parking options, which saves time and effort”, Watz continues.

ParkU is using the introduction of the payment function for on-street parking in two European countries as an opportunity to launch a completely new brand identity. In the truest sense of the new slogan *Always a step ahead*, ParkU is positioning itself as the all-in-one parking app that drivers can use to quickly find a suitable solution for their individual parking situation.

“The brand communication is aimed particularly at busy people who work a lot and have high standards with regards to maintaining an active social life”, explains Daniela Pönisch, Head of Marketing & PR at ParkU. “The ParkU app allows them to manage their diverse activities efficiently, because they are always well informed, can secure themselves a guaranteed parking space and can pay cashless everywhere without the need for a paper permit.”

Find out more about the new service on the new ParkU website at www.parku.com.

About ParkU – The Parking App

With ParkU drivers always find their ideal parking spot, Europe-wide. The unique all in one parking app facilitates the search for parking through reliable real-time information and empowers drivers to pay cashless for chargeable public onstreet parking spaces as well as for parking in garages and on private ground with only one app. Moreover, ParkU provides the ability to find, book and pay for a guaranteed parking space via app, web or directly from the car dashboard in advance of arrival.

Frictionless, time-saving parking was never easier. Using the filter function and the list view, drivers can effortlessly adapt their individual search criteria such as location, distance, availability and fee and quickly find the best suitable parking spot.

In Europe, comprehensive up-to-date parking information is available for more than six million parking spaces spanning 30 countries. Reservable parking spaces can be booked in 55 cities in the city centre, at airports and cruise ports. Paying for onstreet parking is offered in 36 cities in Germany and Austria. ParkU was founded in 2012 and is headquartered in Berlin.

More information, imagery and interview requests

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