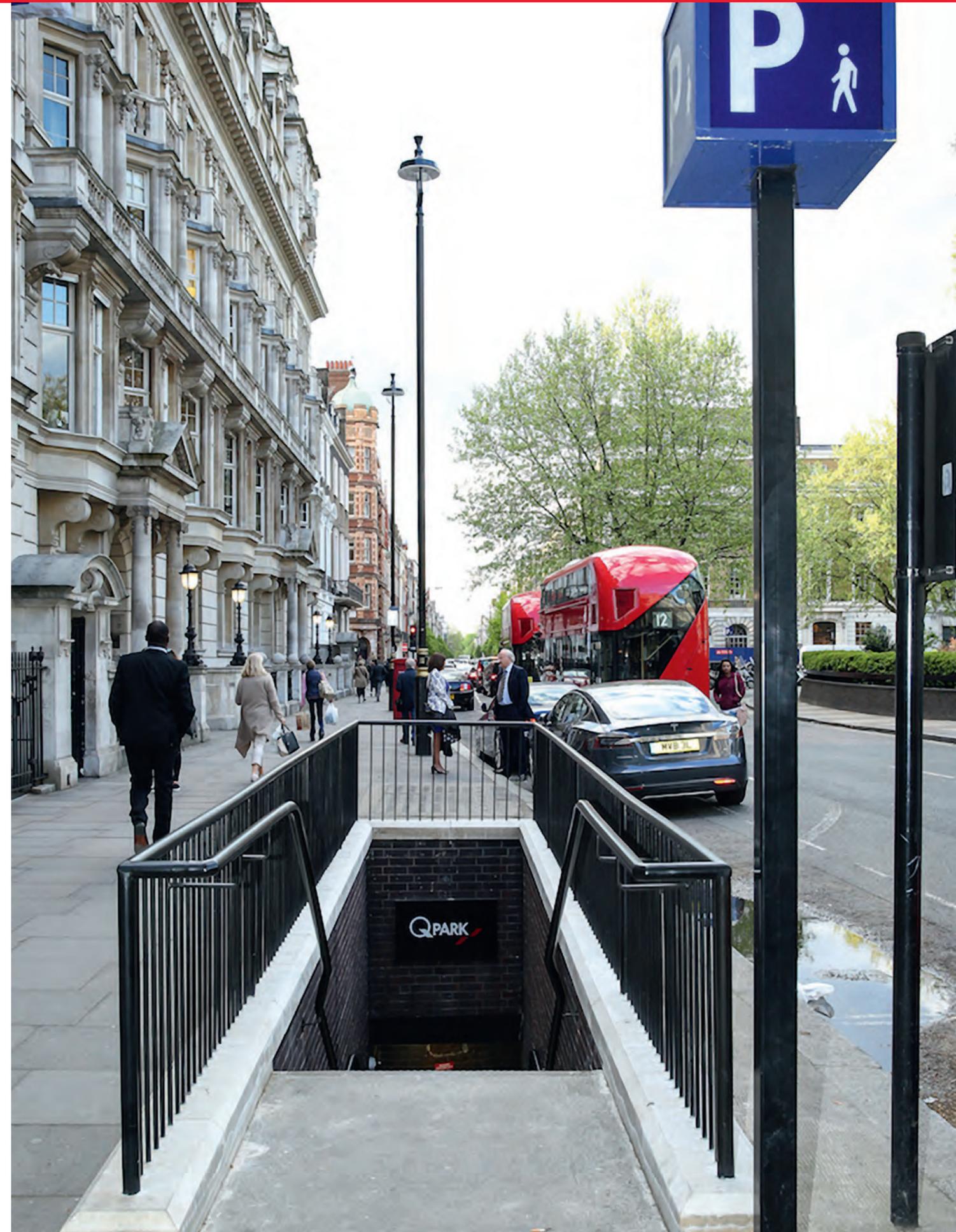


# PARTNERING WITH Q-PARK



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Over 15million UK and IE customers per year	<b>15m</b>
Operate in 10 countries	<b>10</b>
Over 422 miles of parking ticket roll used each year in the UK	<b>422</b>
50,000 parking spaces in the UK – equates to 112 miles of space!	<b>112</b>
Over 50 Park Mark Safety awards	<b>50</b>
Over 200 commercial partners in the UK	<b>200</b>

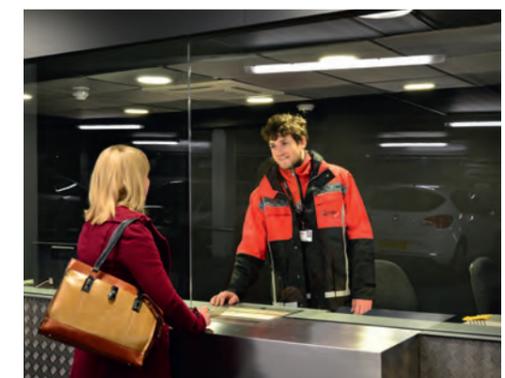
## WHO WE ARE

Q-Park is an independent international parking company with good to strong market positions in many European countries. We fulfil the need for quality parking solutions at strategic locations.

Q-Park's commitment to quality is unrivalled. The car parks are built to a recognisable house style with stylish architect-led interior and exterior design. We also provide smart, well-lit, safe and conveniently located facilities.

This is matched by equally high levels of customer service delivered by thoroughly trained staff with a host of extra services to offer the best in customer comfort and an unparalleled parking experience.

Our commitment to innovation makes us the market leader in the parking industry. Our Tap and Go contactless payment method available at the barriers and our ground-breaking Q-Park Rewards app help our customers to save both time and money.





Buggy hire at Q-Park Stowell Street, Newcastle

## CONVENIENT SERVICES

Each of our car parks are equipped with a unique set of convenient services so that our customers feel superbly looked after from arrival to departure and enjoy an exceptionally positive experience.

The services Q-Park provides include:



### Umbrella

No-one likes to get wet – certainly not when it starts raining unexpectedly. That's why we are offering our customers the opportunity to borrow an umbrella from us during rainy weather completely free of charge.



### Heart Defibrillator

What do you do if someone falls ill in the car park? Q-Park can provide a heart defibrillator, with fully trained staff able to provide crucial emergency medical help whilst waiting for an ambulance or paramedic to arrive.



### Shoe Shiner

Polishing shoes is one of those things that can be forgotten before leaving the house. At Q-Park we offer our customers this luxury with a handy shoe cleaning machine. Simply smear on the shoe polish, brush it in and then polish your shoe.



### Jump Starter

Leaving your lights on by accident and ending up with a dead battery – it can happen to anyone. That's why we help our customers get back on their way with a jump starter. All Q-Park employees are trained in how to use the machine.



### Buggy

The trend towards smaller economical cars means that parents occasionally forget to put the baby buggy in the boot or simply have no room for it. Customers can borrow one of Q-Parks bright, smart, highly manoeuvrable and comfortable buggies for as long as required and then return it on departure with no charge.



Q-Park Customer Service Centre, Leeds

## 24/7 UK CUSTOMER SERVICE CENTRE



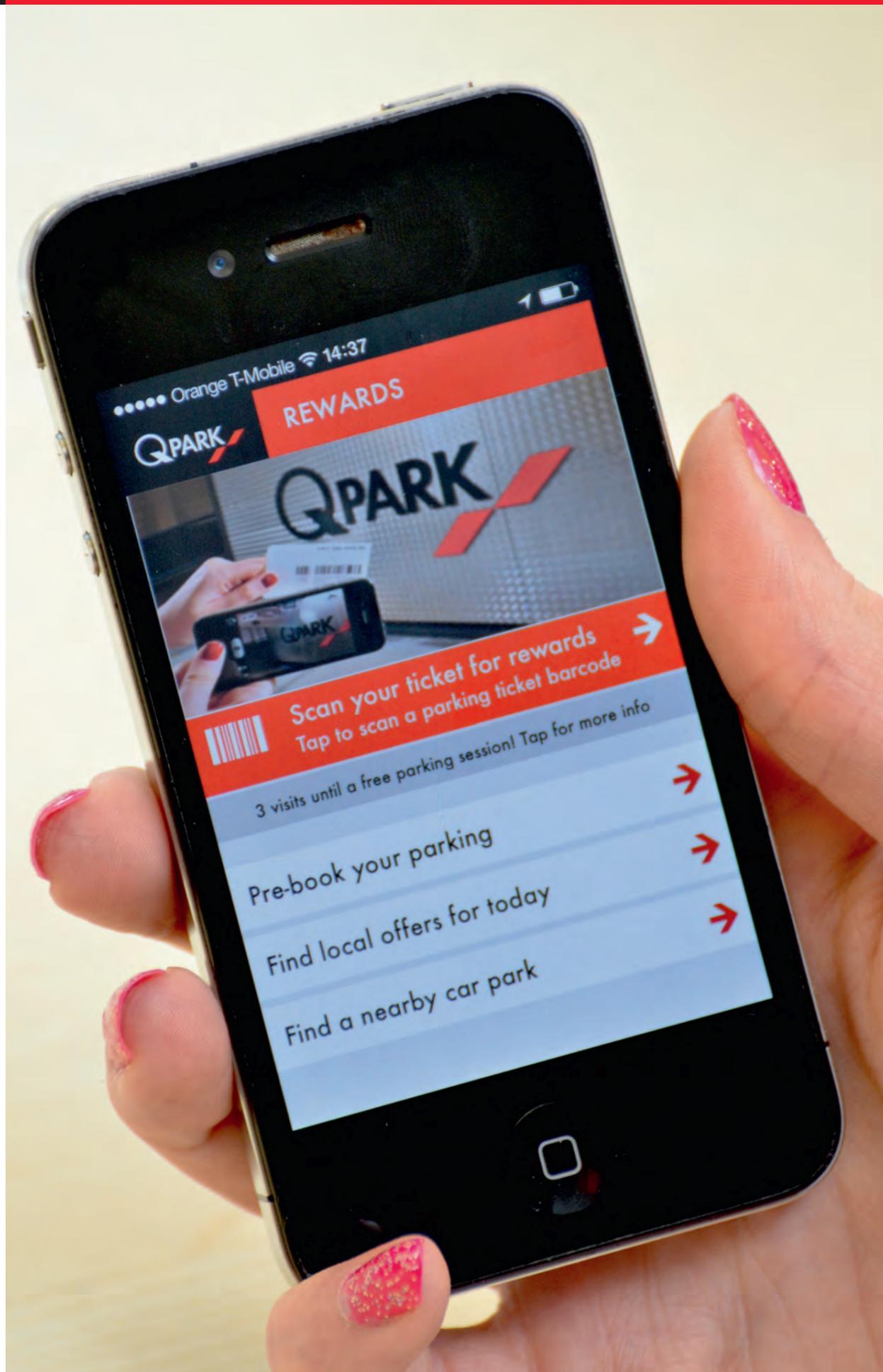
Q-Park Customer Service Centre, Leeds

At Q-Park we strive to provide the highest quality service that we possibly can. This normally is in the form of an on-site Parking Host. Occasionally these Parking Hosts are not in the hosts lodge, they may be elsewhere in the car park assisting customers or keeping the facility spotlessly clean. In their absence if a Help Button on a barrier or pay machine is pressed the customer will be directed through to our UK Call Centre instantly.

Our dedicated Customer Service Operatives can access local CCTV and

the parking systems itself. This means that should they detect a fault they can attempt to rectify remotely if there is a software issue but can also contact the nearest Parking Host if there is a hardware issue that can only be fixed on site.

They are fully trained in all of Q-Park's Customer Service Best Practices and are available 24 hours a day 7 days a week. So if you need them they are always available to make your visit to Q-Park easier.



Q-Park Rewards app

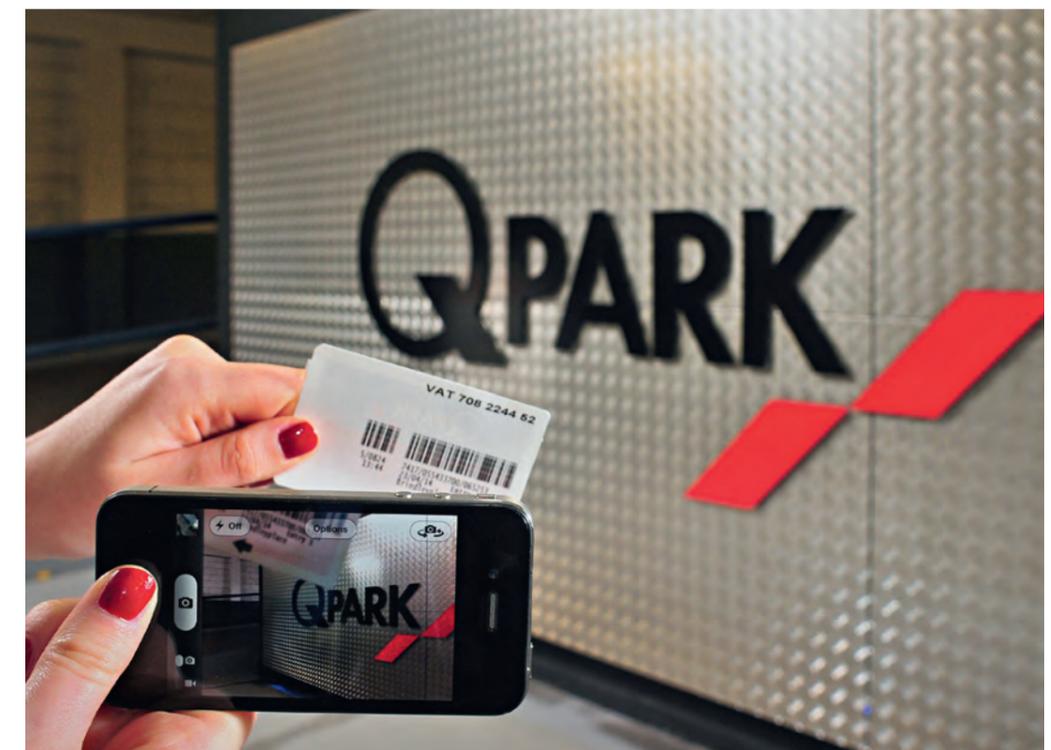
## Q-PARK REWARDS APP

Q-Park customers can now park, scan and save with the award winning Q-Park Rewards app which is available on the App Stores of all devices.

Enjoy free parking on your 6th visit by simply scanning the barcode on your parking ticket at any time during your stay. You can redeem local partner discounts on the day from brands such as Frankie & Benny's, Nandos, Handmade Burger Co, The Gym and many more! If you are thinking of driving to another city why not check

out the 'Find Nearest Car Park' option to see if there is a Q-Park in that city that you can earn more Rewards at. You can even pre-book your parking space via the app.

For a business we can offer you advertising of any discount you want to promote to our customers. All we need is a discount offer and any terms and conditions. Your offer will then be broadcast to all users at all the different car parks in that city.



Scanning a parking ticket with the Q-Park Rewards app



Q-Park Jamaica Street, Glasgow

## TAP AND GO WITH Q-PARK



Q-Park Dale Street, Liverpool

Q-Park now offers an industry first with our Tap and Go Contactless Payment. Customers can simply Tap their Contactless Debit or Credit card against the pad on entry and the barrier will raise. Customers without Contactless Cards can insert their card into the slot below the Contactless pad.

Your payment card now acts like your parking ticket and can be used on the pedestrian entry door nodes to be able to re-enter the car park. Upon exiting simply drive up to the barrier and tap (or insert) your payment card. The payment

will be taken and the barrier will raise and you can then exit the car park.

The customer will benefit from this in that they will no longer have any need to go to the pay machine. This means that they will avoid the queues even at the busiest of times. They will also reduce the risk of losing their ticket and the charges associated with this. Tap and Go is also an ApplePay and Google Wallet supported payment method.





Q-Park Knightsbridge, London

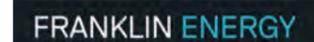
## ELECTRIC VEHICLE PARKING

Electric vehicle car ownership is continuing to grow at a rapid rate with car manufacturers such as Tesla Motors and BMW producing revolutionary, eco-friendly vehicles.

Q-Park UK continuously aims to promote and provide Electric Charging points where possible. Q-Park has over 100 electric vehicle charging points available in Central London with rapid chargers also being installed. We even

sell season tickets at a discounted rate for zero emission vehicles.

With a growing number of electric vehicle charging points becoming available across the UK, Q-Park are well ahead of the trend and when electric vehicles become dominant on the roads of the UK, we will be best placed to provide City Centre charging points in quality facilities.



Q-Park Soho, London



Q-Park Castlegate, Sheffield

## SEASON TICKETS



Q-Park Season Ticket holder

Season tickets offer excellent value for money and are a very convenient option for those who frequently park in the same car park, including local companies, residents and regular business and personal visitors to the area.

### Q-Park season ticket holders benefit from:

- | Saving up to 50% on parking
- | Not needing to visit the pay machines when exiting
- | Multiple entries and exits allowed
- | Reserved spaces available
- | Online invoicing and purchasing
- | Access to Q-Park Advantage Club
- | The option to add parking at multiple car parks
- | Direct Debit for easy payment

Information correct at time of print. Terms and conditions apply.



## Q-PARK ADVANTAGE CLUB

We truly value our customers at Q-Park.

We are committed to ensuring we have the right mix of benefits in place that can appeal to everyone. This is why we are offering our Unlimited Season Ticket Holders access to our exclusive Q-Park Advantage Club. We are able to offer you and your family an extensive range of exclusive discounts and offers. They are designed to give you access to great savings on Leisure, Shopping, Travel and Health through the Q-Park Advantage Club.

There's no need to waste time shopping around for the ideal products or the latest bargain, as the Q-Park Advantage Club has done all the hard work for you.

Whether you want to take a short break, workout for less, save on books, buy a new digital camera or take advantage of the excellent range of discounted shopping vouchers to spend at a large range of retailers. We are sure you will be pleasantly surprised. You'll also find that additional special offers from Q-Park and others will be added throughout the year.

We have offers available from:



To find out more visit [www.q-parkadvantageclub.co.uk](http://www.q-parkadvantageclub.co.uk)



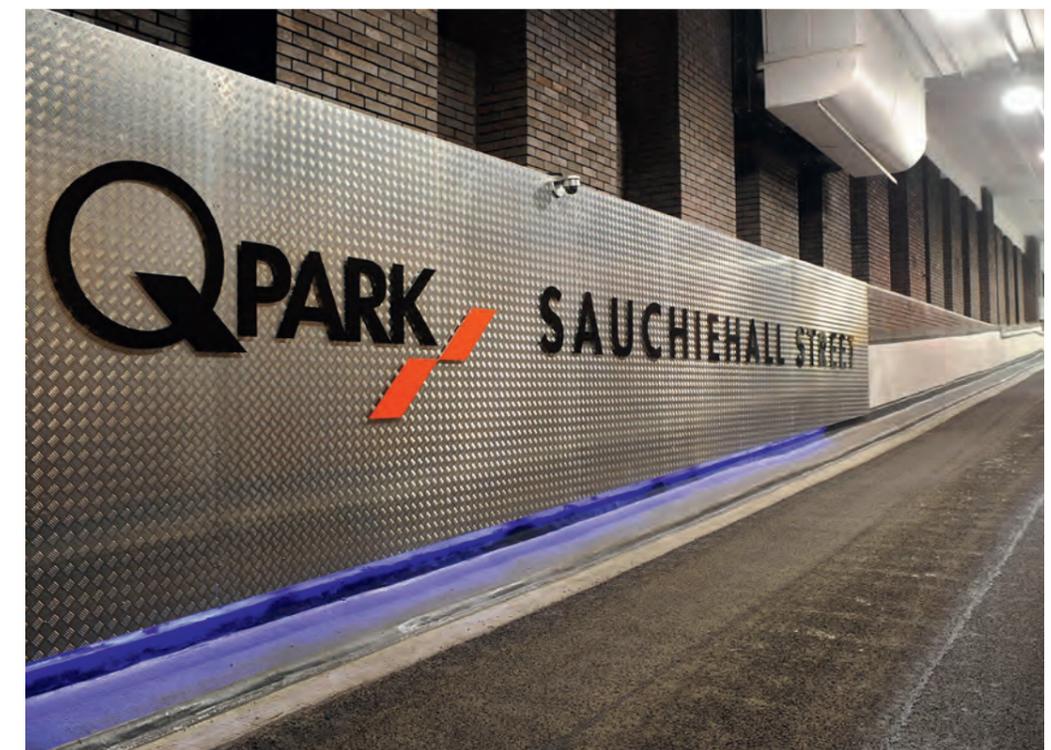
Q-Park Chatham Place, Reading

## DISCOUNT VOUCHERS

Our discount vouchers offer added value to your customer's experience. Working in partnership with you we can provide these vouchers for use by your visitors.

These discounted one-time use only tickets are easy to use and exceptionally reliable. They can also be dual branded to give your customers greater recognition of yourselves.

Your visitors will forever be reminded of the quality parking facilities that you have provided, it also reduces their stress levels as they no longer need to research where to park and worry about any costs.



Q-Park Sauchiehall Street, Glasgow

...nice  
and easy



## CLICK AND Q-PARK

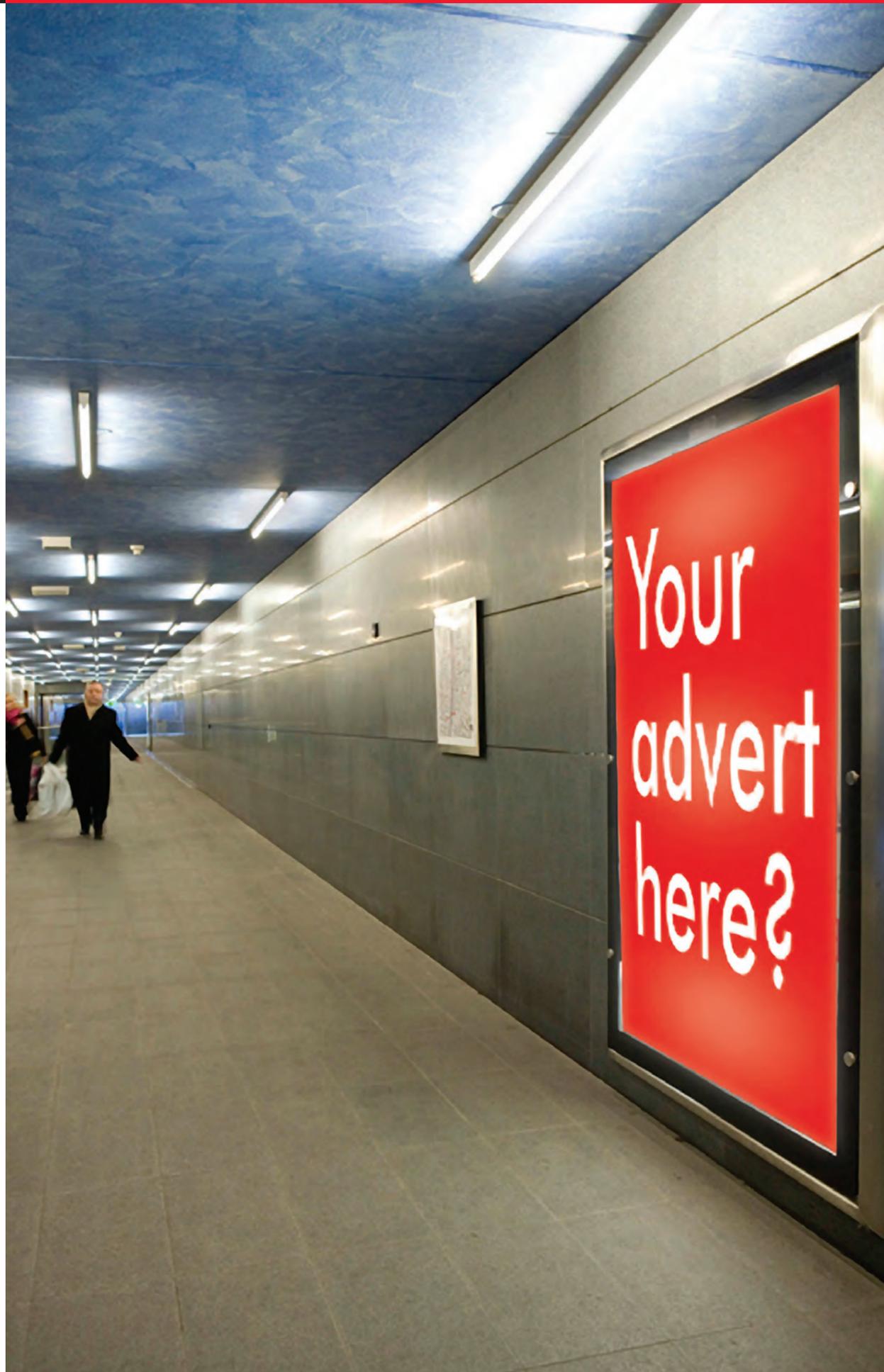


Q-Park Park Lane, London

Online pre-booking allows customers to save time and money by booking and paying for their parking before they arrive at the car park.

This quick and easy method of parking can be booked online on our website. Your visitor will then receive an instant email confirmation detailing out what they need to do at the car park.

By working in partnership with Q-Park and providing a link on your website to your pre-booking system, we can provide a discounted promotional code for your customers to use when they book. Having a link on your website helps your visitors plan their journey as well as save money.



Q-Park Trinity Centre, Aberdeen

## ADVERTISING WITH Q-PARK



Alpha Romeo launch at Q-Park Oxford Street

Q-Park advertising opportunities are great for you and your business. By choosing Q-Park to help market your company's products and services means that you are assured of meeting the right target audience at the right time.

### **We offer the following marketing opportunities:**

- | Flyer distribution
- | Indoor media advertising
- | Billboards
- | Email campaigns
- | Website advertising (1.6m UK hits)
- | Q-Park Rewards Loyalty App
- | Events

Parking is the first step in a customer's journey in to the city and with over 15m customers visiting our car parks thought the year, Q-Park can certainly help deliver and drive your messages.

If you would like a copy of our Media Packs please email [marketing@q-park.co.uk](mailto:marketing@q-park.co.uk)



Hotel Entrance

## QUALITY PARKING FOR YOUR HOTEL

Q-Park can provide the quality, safe parking facilities at a discounted rate to give your guests the peace of mind that their car will be secure as they enjoy their comfortable hotel facilities.

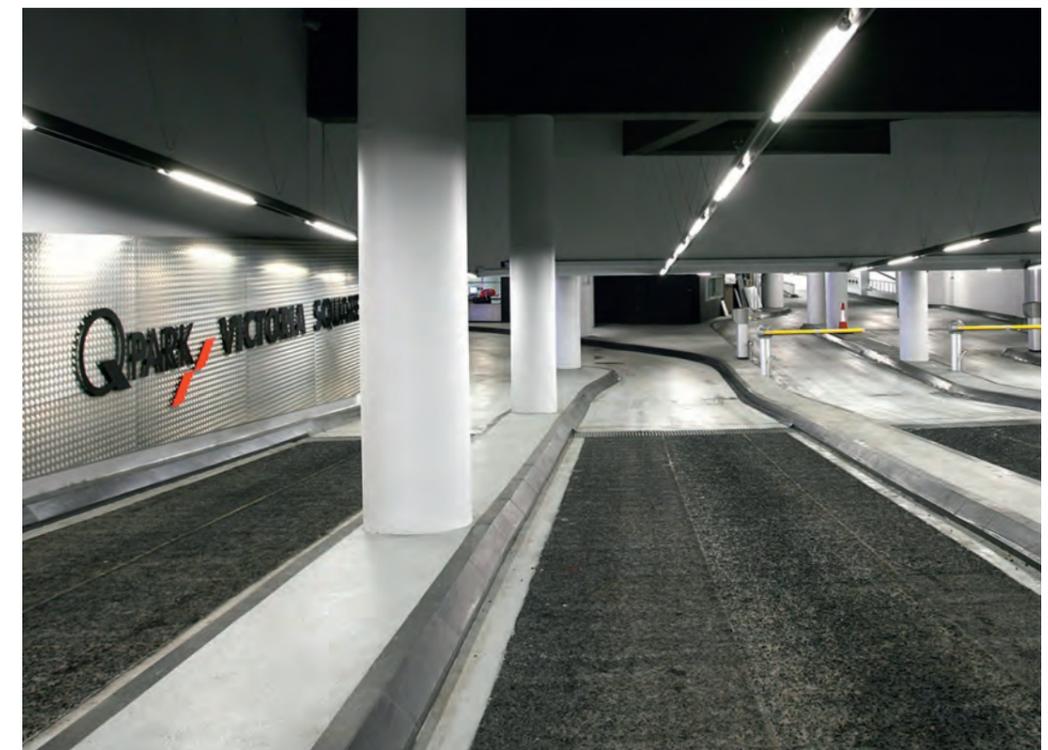
Does your City Centre Hotel not have its own parking facility?

Or does your current parking provider bring complaints and negative TripAdvisor reviews?

### Q-Park can provide:

- | Season Tickets for your management
- | Pre-booking Discounts or Parking Vouchers for your customers
- | Daily Value Cards for your part-time staff
- | Advertising on the Q-Park Rewards App

The positive brand association you will get from letting us provide parking will greatly improve your customers experience of your hotel facilities and your employees will be delighted that their daily commutes will be made easier just by parking with us.

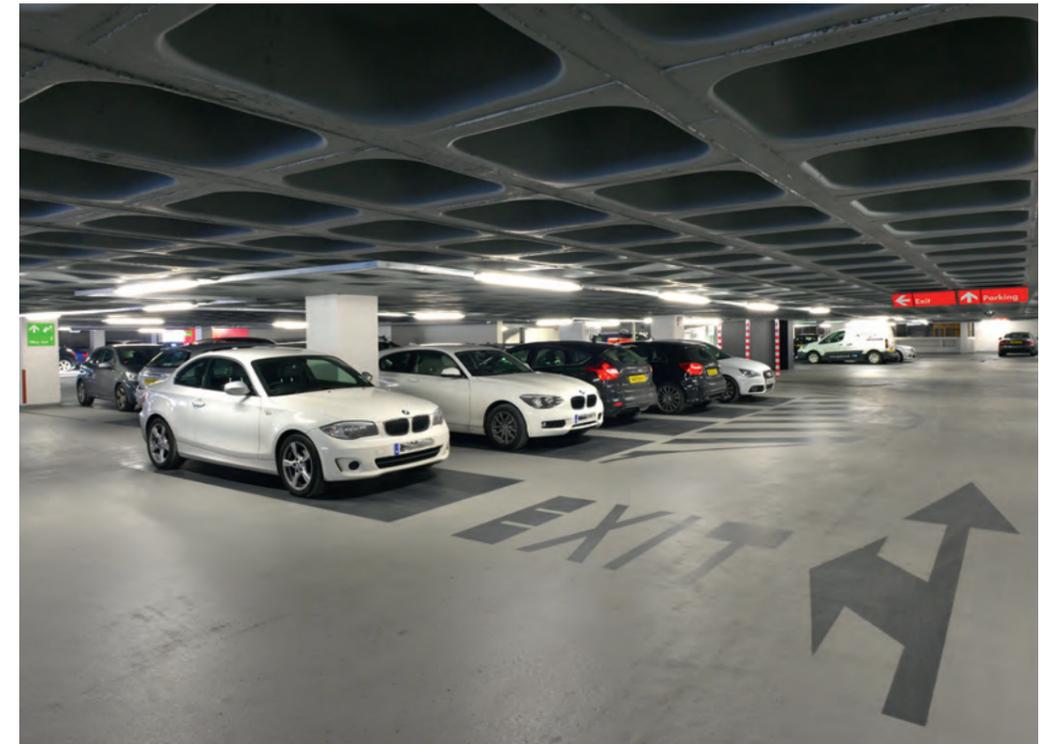


Q-Park Victoria Square, Belfast



Office employees

## QUALITY PARKING FOR YOUR OFFICES



Q-Park Albion Street, Leeds

In today's ever expanding city skylines, more and more new offices are being built so that businesses can be as close as possible to the many financial heartlands of the UK.

As part of this there is an ever increasing demand on the cities infrastructure. Many businesses now choose to source parking so that their employees are not arriving to work on cramped overcrowded public transport but in the luxury of their own car.

Q-Park can provide the quality facilities that ensure that both yourself and your employees arrive at work with the minimum of stress and that they do not need to worry about the safety of their car throughout the day.

### **Q-Park can provide:**

- | Season Tickets for your employees on an individual or corporate rate
- | Discount vouchers for your visitors



Restaurant Customers

## QUALITY PARKING FOR LEISURE FACILITIES

Today's modern cities are jam packed with a range of different leisure destinations including restaurants, museums, theatres, cinemas and gyms.

A brief look at TripAdvisor will show hundreds if not thousands of different City Centre activities. Any negative reviews about this centre around accessibility with some stating they find it harder to visit than any out of town facility.

Q-Park can provide the easily accessible facilities close to you as well as help to drive customers from our car park to your front door.

### Q-Park can provide:

- | Season tickets for your management
- | Daily Value Cards for your part time staff
- | Discount vouchers for you to give to your customers
- | Pre-booking discount codes for your customers to use prior to arrival
- | Placing one of your discount offers on our Q-Park Rewards app
- | Advertising in the car park itself and online

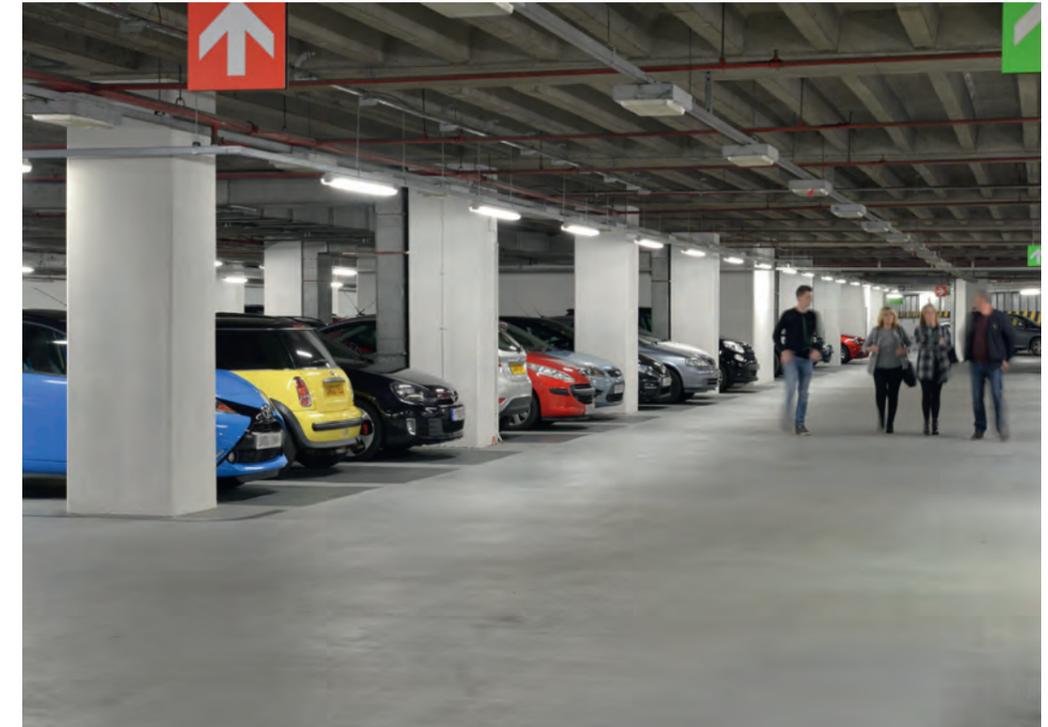


Q-Park Meadows, Chelmsford



Q-Park John Lewis, Liverpool

## QUALITY PARKING FOR RETAILERS



Q-Park Deansgate North, Manchester

A strong retail industry is the backbone of many large cities local economy. The expansion of cities has led to an exponential growth in footfall that breaks records every year.

Due to this there is an increased need for retailers to make their establishments as easy to access as possible as well as ensuring that any parking partnership gives their customers a positive first impression of the local area.

Q-Park can provide that positive first impression that will keep on driving footfall into the City Centre and back to your business.

### Q-Park can provide:

- | Season tickets for your management
- | Daily Value Cards for your part time staff
- | Discount vouchers for your customers
- | Placing one of your discount offers on our Q-Park Rewards app
- | Advertising in the car park itself and online



Q-Park Hanover Street, Liverpool

## WHO WE WORK WITH





## WHAT NEXT?

Don't just take our word for it; we have many examples online of how we are so good at what we do!

Check out the case studies area of our website where we have examples of how we have succeeded both as a business ourselves and in partnerships with local businesses such as you!

### Our case studies include:

- | Delivering a High Quality Operation in a Retail Environment

- | Public and Private Sector Working Together
- | Creating a Safe and Secure Environment at Q-Park Oxford Street
- | How Q-Park is growing city centre footfall with loyalty rewards

You can also visit our Testimonials page to see what our customers are saying about the wonderful service that is provided by our staff and compliments about our excellent facilities.



Please visit  
[www.q-park.co.uk](http://www.q-park.co.uk)  
to find out more



Q-Park Waterloo Street, Glasgow



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**Q-Park has assured a number of its activities under NEN-EN-ISO-9001.  
Q-Park has received several ESPA and EPA awards.**

For more details and up-to-date information about Q-Park's products and services please visit [www.q-park.co.uk](http://www.q-park.co.uk).

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