

Case Study: Auckland Airport

As the largest and busiest airport in New Zealand catering to over four million visitors a year, Auckland Airport is one of New Zealand's most important infrastructure assets, Auckland Airport selected the Park Assist M3 System in 2014 for Car Park R consisting of four covered levels. This car park is presently the airport's premium parking location, catering for business travelers. The addition of the Park Assist M3 system provides a premium feel which aligns with the valet service offered.



Why They Purchased

Demand for Premium Parking: The Park Assist M3 System *Park SelectRate* feature breaks the mold by allowing operators to offer different prices for premium and regular spaces to capture revenue from those patrons willing to pay a premium for the best parking spots. *Park SelectRate* tracks the location of every parked vehicle and interfaces with revenue control equipment to enact variable parking pricing across the car park, instantly increasing parking revenue.

Customer Experience: In the rush and excitement to catch a flight it is easy to not remember where they parked. Find Your Car™, the virtual parking valet, available in the *Park Assist Software Suite* is one of many unique features that eliminates the stress of parking and provides a world-class experience by allowing users to search for the location of their vehicle.

Security in Real Time: Identify quickly if a vehicle of interest arrives, how long each vehicle has been parked, and that vehicle's previous visits to the parking facility. For the first time, every space in a car park can be monitored automatically, allowing critical information to be available to security. With near-continuous threats to airports, the M3 System creates a new standard for airport car parking security.



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