

Simply park up and manage your parking spaces efficiently with “Park-Local”

Parking availability is vital, and expensive, for companies, administrations and property landlords. As of today, the Swiss tool “Park-Local” makes car-park management a piece of cake. Operating expenses are reduced, resource utilisation is increased, and management becomes much more efficient and convenient. However, it is those using the parking spaces who benefit the most: The (additionally) required parking space can be booked quickly and easily within a matter of seconds using the smartphone app.

A world without parking spaces? Inconceivable! Companies, property management firms, store owners, hotels, schools, hospitals, public administrations – they all need parking spaces. Costs associated with land, maintenance and management are considerable. Yet very few owners have an efficient parking management system in place. This often results in excessive administrative costs, inefficient utilisation and a lack of convenience for the users. Day in, day out across the country we see umpteen thousand reserved parking spaces left unoccupied or used illegally, while customers, visitors and employees spend an age driving around looking for somewhere to park.

This is where the Swiss tool “Park-Local” comes to the rescue. Owners can manage their parking areas efficiently via the web application, maximise utilisation, and distribute free parking spaces according to the sharing principle – for drivers authorised to access the corresponding area. And those using the parking space can book additional parking if required – quickly and easily via the smartphone app (iPhone and Android). They can then park for free! Everyone’s a winner: The owners benefit from more efficiency and lower costs, the users from more flexibility and convenience!

If you are interested in “Park-Local”, you can try it for **30 days for free and without commitment**

For more information, please visit www.park-local.com

The principal benefits of “Park-Local”

- Maximised resource utilisation (lower vacancy rate)
- Minimises the administrative and personnel effort involved in car-park management
- Demonstrably more satisfied parking users
- Accurate overview of current parking utilisation at all times (long-term and short-term places)
- Intelligent and flexible release / reservation of parking spaces available
- Option to allocate areas and parking spaces to groups (e.g. tenants, visitors, VIPs etc.)
- Professional image portrayed (vis-à-vis customers, clients, employees, tenants, visitors)
- Easy detection of vehicles parked illegally
- Reduced search traffic, lower emissions, less noise

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About the company

Park-Local AG was founded in Effretikon in 2016. The catalyst for launching the project was the realisation that, in industrial areas, outdoor areas and in the underground car parks of resorts, there are clearly too many fixed parking spaces allocated to residents, employees and part-time staff left unoccupied for extended periods of time.

With “Park-Local”, parking in Switzerland becomes much easier – and much less expensive.

The entrepreneurs Urs Christen, Timo Fuhlbrügge and Patrick Willborn are the men behind Park Local.

How “Park-Local” works

Car-park owners (e.g. property management, private community associations, companies, hotels, public administrations) can manage all parking spaces on their sites intelligently and flexibly via the web application, and monitor their status of occupation and utilisation at all times. Parking spaces that are free or currently unoccupied can be released for use by authorised individuals during a defined time frame. This way more drivers can find a parking space in the same parking area over the course of the day. Thanks to group allocations, defined areas or parking spaces can be assigned with priority. This ensures that first-level users (e.g. VIPs, visitors, employees) are guaranteed to find a parking space and second-level users (e.g. students) can only use or reserve free parking spaces that are left over.

Users authorised to enter a parking area (e.g. employees, tenants, home owners) can, if needed (e.g. corporate event, local celebration, birthday party), use the smartphone app to reserve parking spaces that they additionally require for a certain period.

The parking space owners and users can always keep tabs on the availability/utilisation in real time.

The benefits for parking owners

Simple, efficient and inexpensive parking management
Maximises utilisation of the infrastructure
Minimises the administrative and personnel effort involved
Higher client usage, professional image, more flexibility
Reduced search traffic, less noise, lower emissions

The benefits for parking users

Guaranteed to have parking for times when the parking space is actually required
Option of reserving additionally required parking via the smartphone app
More convenience and more flexibility

What does “Park-Local” cost?

There are three different versions of “Park-Local” available.

BASIC EDITION (1 location, 20 parking spaces): CHF 39/month (CHF 1.95 per parking space per month)

BUSINESS EDITION (3 locations, 60 parking spaces): CHF 89/month (CHF 1.50 per parking space per month)

PREMIUM EDITION (10 locations, 200 parking spaces): CHF 199/month (CHF 0.99 per parking space per month)