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# PROFILE

Q-Park is one of Europe's leading parking services providers with secure, clean, and well-managed commercial parking facilities across seven West European countries.

We are recognised as a provider of quality parking facilities. The high level of quality we provide is maintained by our employees and costs are controlled through the use of smart solutions and systems.

Figure 1: Market position across 7 countries



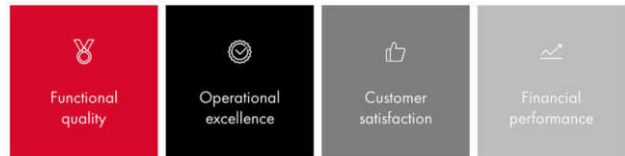
We demonstrate that effective regulated and paid parking make an economic contribution to cities. A positive parking experience contributes to how people enjoy their visit, journey, shopping, or commute.

We focus on transforming the customer experience of parking into one that is a welcome part of any journey, as car parks often provide the first impression of a destination.

[More about who we are.](#)

## Our vision

We aim to be the most preferred and recommended parking partner at strategic locations in Northwest Europe, based on functional quality, operational excellence, customer satisfaction and sustainable financial performance.



## Our mission

We enhance quality of life by providing clean and safe parking facilities, based on the pillars convenience, reliability and hospitality.

## Our strategy

We endeavour to be the parking operator that best understands and seizes car parking market opportunities. By applying innovative technology and by working together with strategic partners, we offer sustainable and profitable parking solutions.

## Our value

We create value for all our stakeholders through our portfolio of purpose-built parking facilities and off-street parking at strategic locations: in or near multifunctional inner-city areas, at public transport interchanges, and at hospitals.

We offer public and private landlords a range of contract types and value propositions, which are supported by our unique digital and pricing optimisation capabilities.

We do business with a long-term perspective and from a solid financial basis. Our corporate social responsibility (CSR) report gives insight into how we create non-financial value and how we impact society and our stakeholders.

[More about our Corporate Social Responsibility.](#)