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# VALUE SHARING



## Parking information

Q-Park aims to provide as much information as possible about its parking facilities, services and POIs to visitors at the location itself and online for customers who wish to be informed ahead of time and plan their trip.

### Services

We have created a useful place for all this information in our back-office systems which feed the country websites. Besides mentioning popular destinations nearby, the information presented includes:

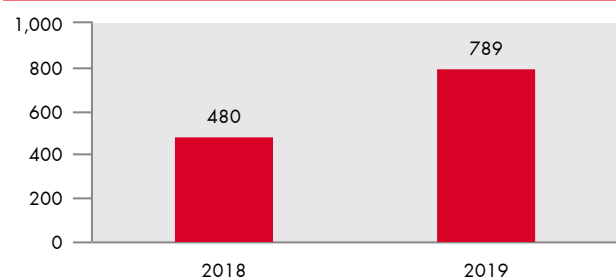
- I number of parking spaces, including those for blue badge holders
- I drive through height
- I number of e-charging stations
- I parking tariffs and options for pre-booking and season tickets
- I services provided, such as AED, family parking, and toilets

### Results

In 2019 we now have 789 (2018: 480) parking facilities providing the most sought-after information online.

The increase in 2019 can mainly be attributed to countries adding information in our back-office systems. In 2018 we were lacking information from Germany and France.

Chart 19: PFs providing online information



### Points of interest

Identifying and listing points of interest (POIs) in the vicinity of a parking facility is not an easy task but it is something we at Q-Park do diligently.

We have integrated smart and intuitive search engine functionality in our websites and we also indicate how long the walk is to the final destination.

**We  
Develop  
Quality**

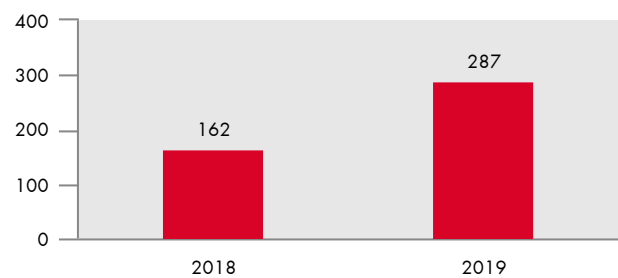
**Creating value  
by listing POIs**



### Results

In 2019 we listed 734 (2018: 653) POIs (excl. France) which are near to our parking facilities. The online information provided includes walking distance, parking tariff, navigation information, enabling motorists to make an informed decision of where to park.

**Chart 20: PFs within 15 minutes of city centre or POI**





## E-charging

Electric vehicles (EVs) have become part of the cityscape – they are here to stay for the foreseeable future. EVs need to park just as petrol and diesel fuelled cars do. The difference is that motorists want to recharge their car's batteries while parking.

The EV not only occupies a parking space, but it may hog an e-charging point even when it's fully charged. And this poses societal dilemmas.

### Societal debate on e-charging behaviour

The charging behaviour of electric vehicle motorists continues to be a topic of societal debate. One major source of irritation is charge-point 'hogging': when cars that are fully charged block charging stations for hours. The Dutch Association for Electrical Vehicle Drivers (VER) and some major energy companies think the problem can be solved by imposing an extra charge for people who 'hog' charging stations.

A survey by PitPoint Clean Fuels and two Dutch academic institutions indicated that people would move their cars if they had to pay more once the battery was fully charged. The counter-argument is that when customers park and charge their e-car to visit a theatre or a restaurant they are unlikely to interrupt the evening to move their car when it's fully charged and would accept the 'fine' as part of the costs of their evening.

The number and complexity of contracts between charging point suppliers, energy companies and e-charge providers in Europe also impede transparency, which is a precondition for introducing any extra costs for customers.

### Q-Park e-charging service dilemmas

We also have paying guests who park their petrol or diesel car on a charge-point parking space – we are experimenting with measures, social or otherwise, to nudge our customers to park their car in the right type of space.

Our service is all about 'no worries' after parking your car. We don't want our paying guests to return to the parking facility just to re-park their fully charged EV car.

The service offered by EV-charge providers conflicts with ours. We are talking with all parties concerned to devise a holistic solution.

### Smart charging outside peak times

The timing of e-charging is another issue on the minds of local authorities. A survey into the charging habits of e-motorists indicated that the numbers of people charging their e-vehicles at the same time (usually between 18:00 and 22:00) could overload the power grid and reduce the beneficial environmental impact of electric vehicles.

Since the potential growth of EV cars will only intensify this problem, two Dutch provinces want to install 4,500 smart charging stations in 44 municipalities to make it more attractive and convenient for motorists to charge their cars outside peak times.

### Exponential growth

In the last decade, e-mobility had the chicken and egg problem, not enough customers buying electric vehicles for the lack of ubiquitous public charging infrastructure, and not enough EV charging infrastructure in place because of too few electric vehicles on the road. However, thanks to favourable policies and advances in technology driving down the price and driving up the speed and performance of electric vehicles and