

# WHO WE ARE

## VISION & MISSION



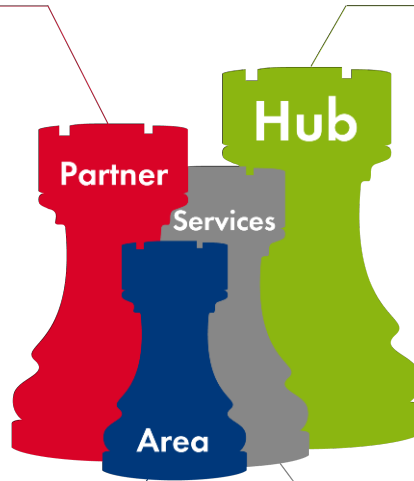
### Operator to Partner

Q-Park moves from traditional parking operator to sustainable **mobility partner**



### Location to Area

Q-Park moves from parking facility perspective to **area perspective**



### Facility to Hub

Q-Park moves from operating parking facilities to building **Mobility Hubs**



### Space to Services

Q-Park moves from providing parking spaces to enabling **mobility services**.

We are one of Europe's leading parking infrastructure owner and operator with more than 640,000 parking spaces in over 3,300 well-managed commercial parking facilities across seven Western European countries.

We mainly operate off-street parking spaces owned by us as well as parking spaces under concessions and long-term leases from public and private landlords.

We demonstrate that effective regulated and paid parking make an economic and sustainable contribution to cities and society, and that a positive parking experience impacts how people enjoy their visit, journey, shopping, commute or residence.

We have numerous mobility hubs which provide access to a variety of sustainable mobility services. Supporting urban accessibility, sustainability and liveability.

We provide sustainable mobility services such as:

- | last mile logistics and locker walls;
- | EV charging points and EV fleet charging hubs;
- | public transport, car sharing and bicycle parking.

### Sustainable Mobility

#### Mobility hubs are the solution

We seek to combine public and private modes of transport with public and private parking facilities. When transport nodes converge, they form a hub, making individual and sustainable mobility feasible. Meeting the needs of residents, commuters, visitors and the economic function of an urban area.

#### Sustainable Mobility Partner (SMP)

As sustainable mobility partner, Q-Park helps get SUMP moving in the right direction. We contribute our considerable knowledge and experience. Together with our partners we seek ways to make sustainable mobility in urban areas successful. Measures we can help introduce include:

- | transitioning from on-street to off-street parking;
- | transforming search traffic to destination traffic with smart navigation and pre-booking;
- | facilitating EV charging and shared mobility;
- | providing bicycle parking solutions;
- | offering logistics services at the edge of the city and before low- and zero-emission zones.

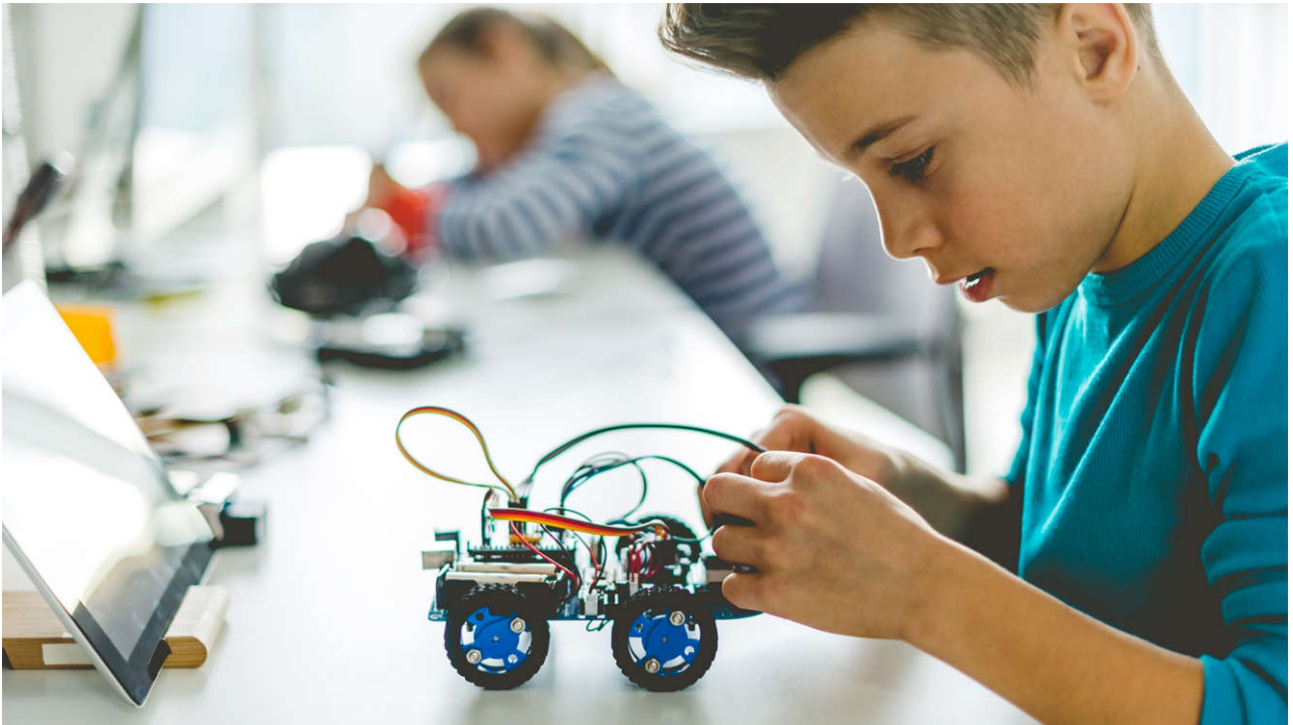
#### Vision

We aim to be the most preferred and recommended parking partner at strategic locations in Western Europe, based on functional quality, operational

## STUDENTS HELP UNRAVEL MOBILITY MYSTERIES

Monday, 21 November 2022

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Q-Park wants to engage with all layers of society. It's part of being both diverse and inclusive. The Student Award brings young people into the equation. They are the future and they have a lot to offer.

### What is the Q-Park Student Award?

Together with the Erasmus University Rotterdam, Q-Park established the Student Award in 2014. Prizes are awarded for bachelor or master projects related to parking and sustainable mobility challenges. These may be written in English or Dutch, at a college or university in Europe.

The Award aims to increase understanding about parking and mobility. Students have a fresh outlook and can help unravel some of the mysteries of urban mobility. When setting up the award, we sought to bridge the considerable gap between research and practitioners in the sector.

### Thought Leadership event and Student Awards

The Student Awards are held annually, usually in November. This gives recently graduated students time to submit their work. Besides being an informal industry networking event, it is also an opportunity to hear what thought leaders have to say about the future of mobility and parking.

In recent years presentations were given by:

- | **Carlo van de Weijer**, Managing Director of Eindhoven AI Systems Institute (EASIS) at TU Eindhoven and a smart mobility expert talked about Mobility post-Corona and gave a brief run-down of trends and some new thought-provoking insights into the future of mobility.
- | **Frank Quix**, Managing Director of Q&A Insights & Consultancy and a retail expert talked about shopping and behaviour. He had some interesting insights for us regarding retail trends on the route back to (the new) normal.

**Larissa Suzuki**, Technical Director, Office of the CTO at Google, gave an engaging presentation about Smart Mobility – Embracing Culture and Innovation. In her talk she emphasised the need for creating inclusive mobility solutions and urged urban planners to work from use cases for developing mobility facilities and systems.

### Understanding trends that impact parking

As a sustainable mobility partner, Q-Park has welcomed the considerable increase in parking and mobility research. The theses submitted over the years for the Q-Park Student Award demonstrate, practitioners and researchers can come closer to generate new knowledge which combines both research rigour and new ideas for practitioners to tackle current and future challenges.

Parking is and will continue to be an essential link in the mobility chain. In the coming years, the sector will continue to be influenced by many trends and developments as well as new players and changing partnerships. Opportunities in the parking sector are being created by:

- | sustainability and liveability needs: reducing emissions and ensuring urban accessibility;
- | socioeconomic trends: ageing population, further urbanisation, e-shopping;
- | technological developments: electric and smart cars;
- | various Mobility-as-a-Service (MaaS) applications.

Understanding these trends and their potential impact on parking is key for the future of the sector. Validated research performed by applied science and academic students can make valuable contributions to this knowledge.

### Thank you students and supervisors

The Student Award would not be possible without the students and their supervisors. We thank and congratulate all students who have submitted their research for the Q-Park Student Award over the years

as well as other students who have actively contributed to create new knowledge for the parking sector. We hope that many more students will conduct research on parking and mobility related themes.

We are also truly grateful to all the supervisors who have helped the students to conduct their research and to graduate. We hope you will keep feeding the Q-Park Student Award.

### 2022 Student Award winners

The 2022 Student Award winners were announced at the Student Award event in Maastricht on 3 November 2022. The winners are:

- | Pieter De Smet, University of Antwerp: Car-free households, an analysis of car-sharing in Belgium
- | Femke Herben, Erasmus University: The impact of residential urbanism and ageing of young adults on car travel demand in the Netherlands
- | Renske van 't Veer, TU Delft: Vehicle-owners' intention to use Mobility-as-a-Service

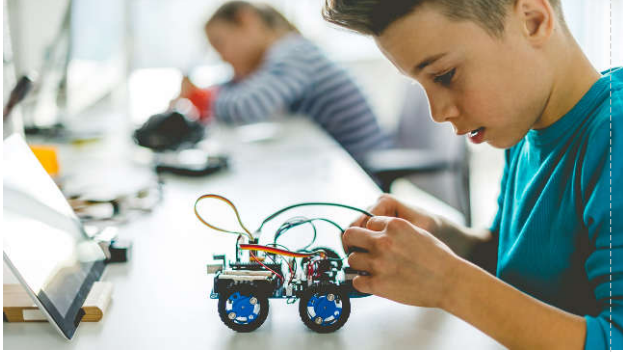
### Award collection

We have collated the winning Q-Park Student Awards since 2014 into a separate publication. The winning theses are grouped together in the themes:

- | Parking demand
- | Parking behaviour
- | Mobility
- | Electrification

You can access our Student Award collection here. Are you interested in working together with Q-Park and advancing knowledge about parking and mobility? Find out more about becoming a partner!

Summary:



Q-Park wants to engage with all layers of society. It's part of being both diverse and inclusive. The Student Award brings young people into the equation. They are the future and they have a lot to offer. This is why Q-Park established the Student Award together with the Erasmus University Rotterdam in 2014.