

# Fluid by 'standing still'

Q-Park NV | Martje Hoofs | 29 June 2017

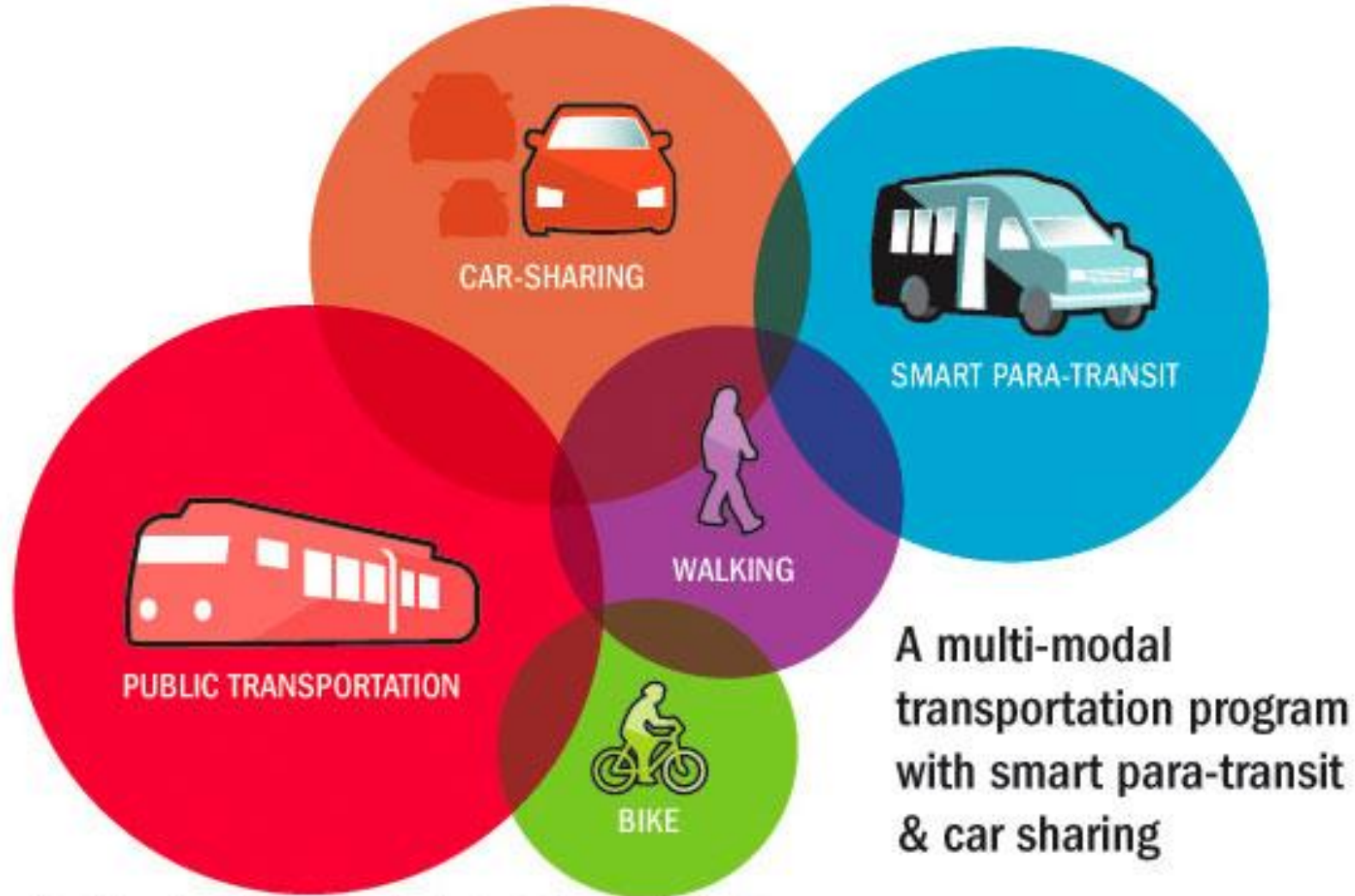




# MaaS = Seamless from A to B

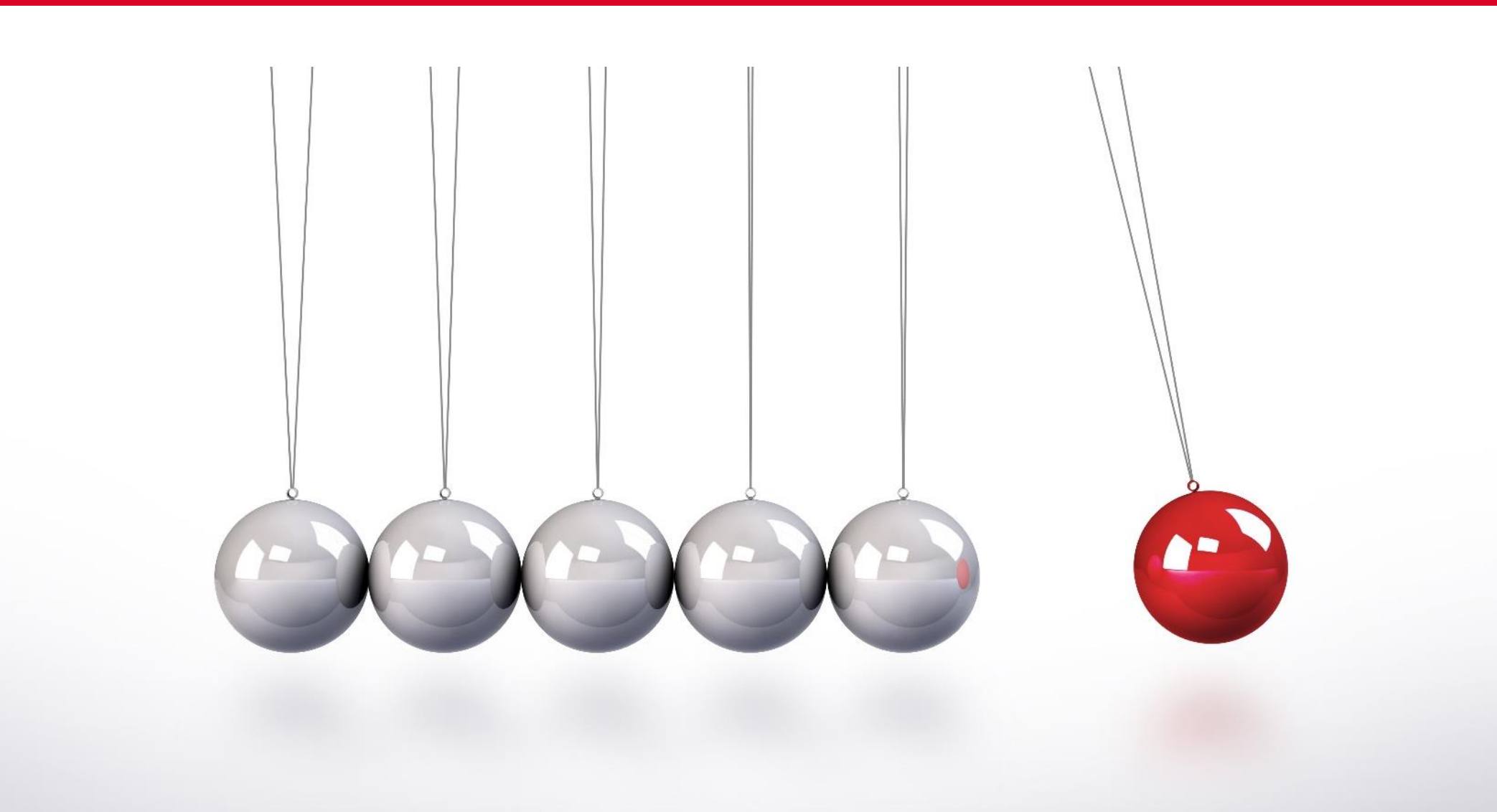


# MaaS = Access to different modalities in one journey

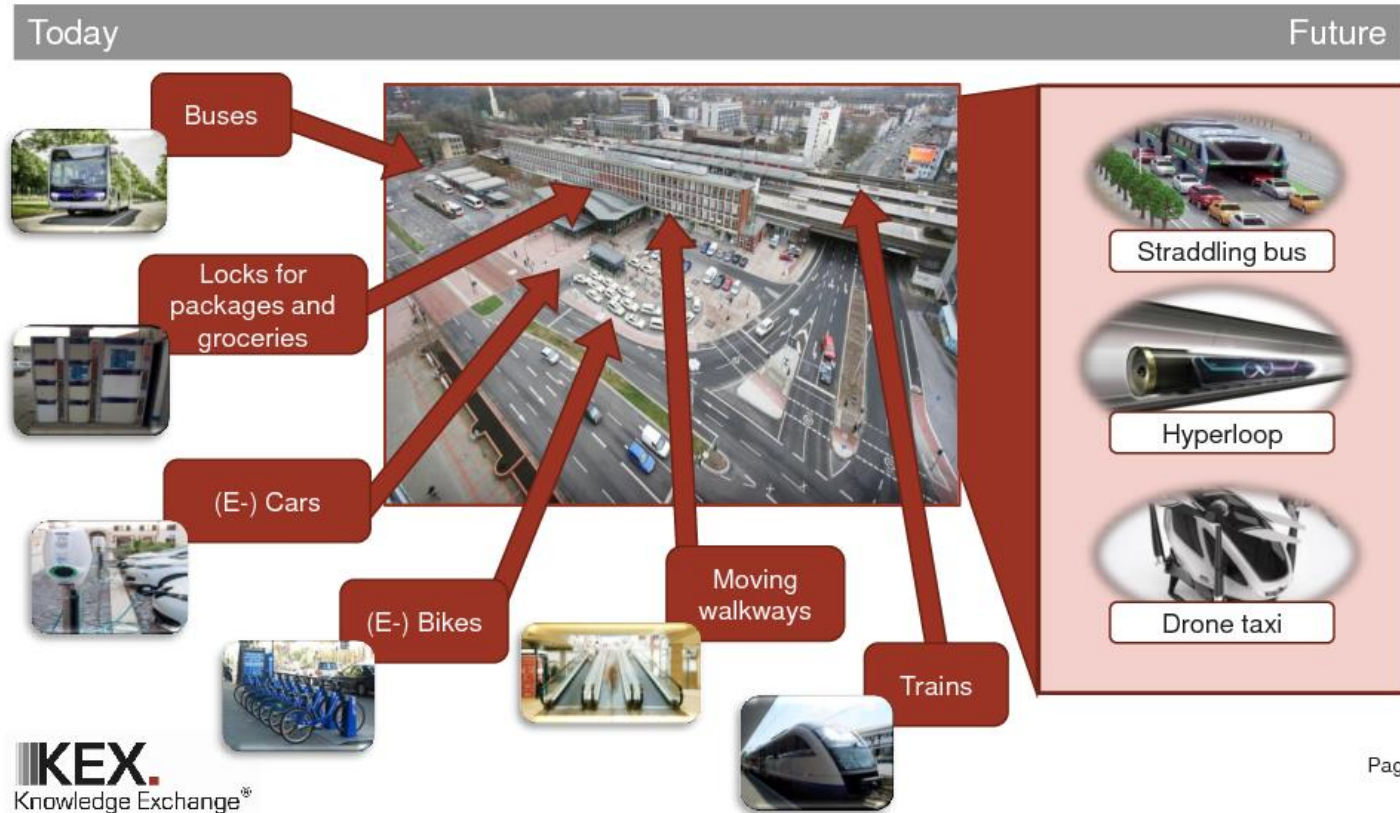




# Part of the chain



## Mobility Hub Hosting Various Vehicles Big Picture

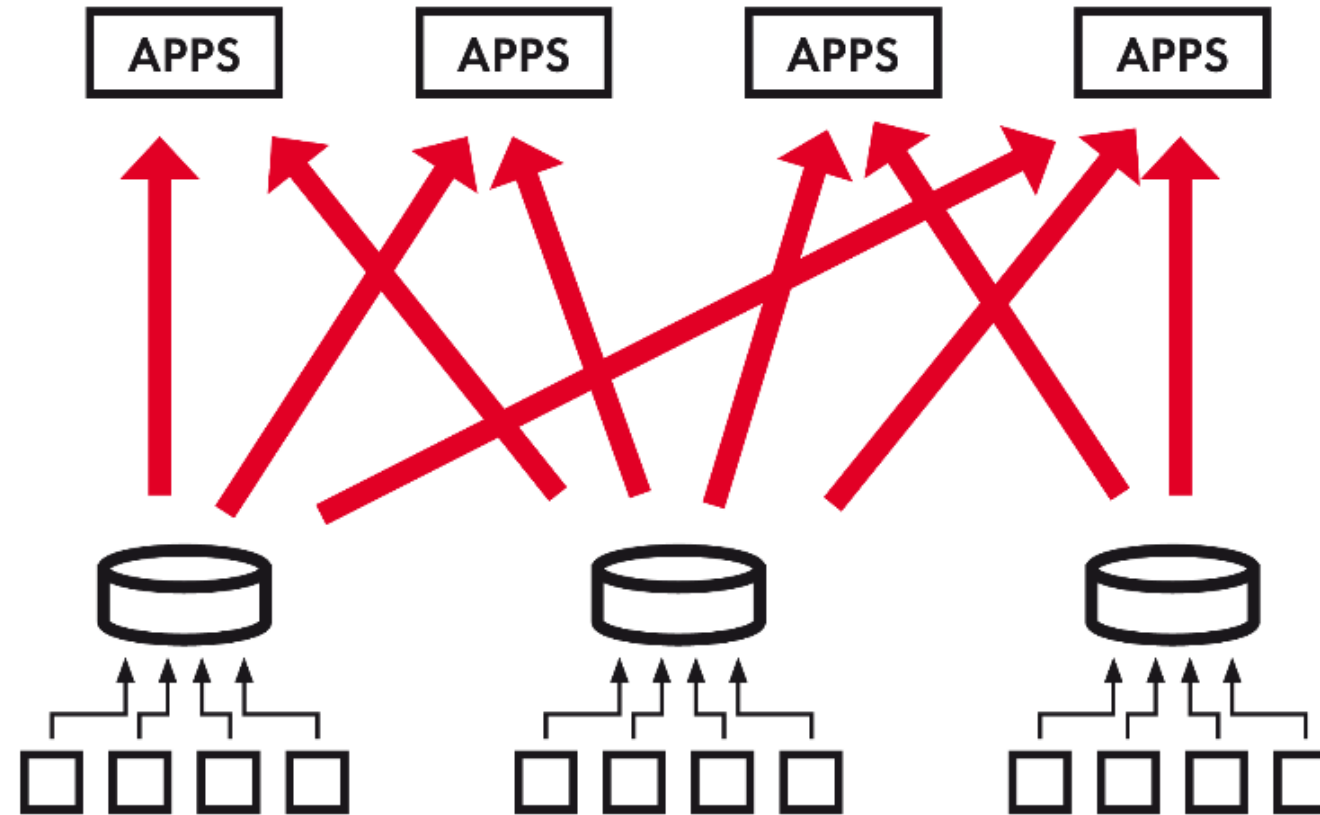


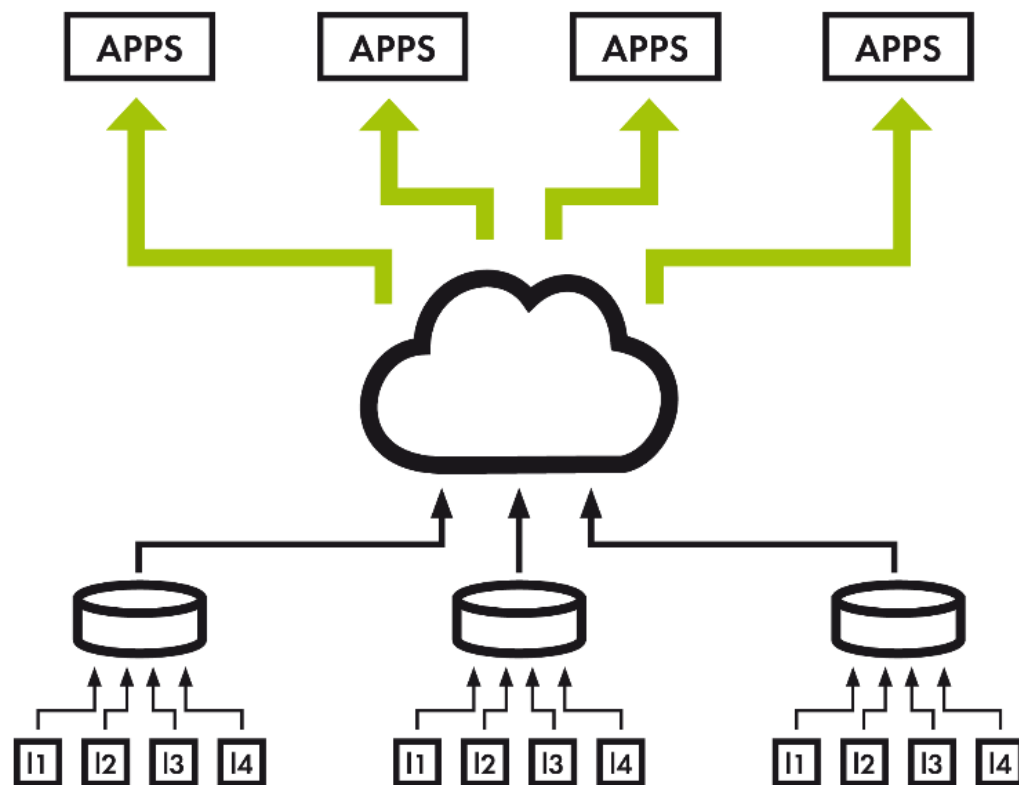
# How to succeed?





# How to 'ease' the implementation of MaaS





**Not spaghetti...** but **Clarity and Simplicity**

We share our real time data through the Dutch platform for parking data so every council has access to our real time data for our carparks in their city. This offers cities the opportunity to guide traffic to the carparks which have still available spaces and therefor reduce search traffic;

We offer Park & Bike at several carparks to stimulate people to park their car on the ring of the city centre instead of entering with their car into the city centre and provoke search traffic;

We offer carparks as logistics hub. Good example is China town in London where we installed big freezers in our carpark so the Chinese restaurants in the surrounding do not have to be supplied every day generating traffic but can reduce deliveries to once a week.

In Amsterdam we are experimenting with giving discount on your parking subscription if you can prove that you share your car minimum twice a month.

Technology changes all the time;  
human nature hardly ever,

— Evgeny Morozov —



Quality in parking