

## Secure Parking Singapore



Steering your car park in the  
**right direction**

# Realising the full potential of your car park

## Secure Parking is in Singapore and is revolutionising the Car Park Industry!

Secure Parking Singapore was incorporated in 2011. Within short span of time, we have grown tremendously to be one of the largest and leading operator in Singapore. We manage more than 300 car parks in Singapore for Government and Private sectors.

## Create a unique car park experience that will keep your customers coming back

A car park is often the customers' first impression of the organisation they are visiting as it is the first and last point of contact. A property that provides a good parking experience will command customer loyalty which will result in repeat visits.

As the World's most innovative car park solutions provider, Secure Parking has the vision, experience, expertise and flexibility to assist you to maximise the value and potential of your car park asset.

## Secure Parking Worldwide

From the outset, Secure Parking took the Car Parking Industry by storm with its visionary approach. In 1979, when Secure Parking was first founded in Sydney, Australia, car parks were regarded as a commodity with little differentiation between them.

Secure Parking recognised that each car park is a retail business with its own identity, strengths, weaknesses and opportunities. Applying our approach to lead by example, enabled the company to respond with a bespoke solution for each site, that could be crafted to maximise the potential of the property.

Innovation underpins every aspect of Secure Parking, ensuring that we select the best of new and emerging technologies and trends and applying them in a way that best serves the ever-changing needs of consumers and property owners. It's our visionary approach that has secured our position as one of the most successful car park operators in the World.

With the vision, over the years, we have grown our business globally and now we are one of the leading car park operator in Australia, New Zealand, United Kingdom, Indonesia, Malaysia, Singapore, China, India, Lebanon, UAE, USA, Cambodia and we are still growing.

## An established world leader in car park management and innovation – and still growing

As the leading car park operator, Secure Parking is maximising the performance of car parks and changing the way people think about parking – all over the World.

- Over 1,500 car parks worldwide.
- In Singapore, we manage more than 300 car parks in Singapore.
- More than 1 million parking globally.
- Major city locations include Sydney, Melbourne, Brisbane, Adelaide, Perth, Auckland, London, Abu Dhabi, Jakarta, Kuala Lumpur, Shanghai, Mumbai, New Delhi and Singapore.
- Operator of car parks in major airports, shopping malls, hotels, hospitals and medical centres, office towers, shop-estates, industrial complexes and sporting stadiums.
- Secure Parking is the largest tenant with some of the largest property groups in the World.
- Employs over 12,000 employees.



## Guiding you to the best car park solution

Provide your customers with a positive and engaging car park experience and they will return again and again.

Our suite of specialist car parking consultancy services draw on our experience and expertise to deliver superior customer service and practical improvements across a car park operation.

Our understanding and knowledge of new and emerging technology, enables us to plan and effectively for future growth.

### How We Can Help

We offer various services and smart Parking Solutions:

- Car Park management services on Lease, Management, Profit Share model.
- Ticketless Parking
- Sale of Parking Equipment Full / Semi EPS, Cashcard, LPR and many others.
- Lease of Parking System
- Access Control System
- Valet Parking and Hotel Solutions
- Interactive Signage
- Online Pre-Booking solutions
- Parking Guidance and Lot Counters
- Revenue survey
- Mobile enforcement
- 24hrs remote monitoring services
- VIP Parking (reserve lots)
- Car wash services

## Sourcing new technologies to improve parking efficiencies and returns

New technology and equipment has made car parks more efficient, user friendly and profitable than ever before.

### Customer Connect

It is a loyalty program that can be used to manage tailored made offers and reward any customer group with specific requirements in real time.

### SecureTech

Our in house Tech offers scheduled preventive maintenance and a high level of technical support on a round the clock basis.

### SecureVision

Based in our National Control Centre, SecureVision's 24/7 monitoring and remote management capabilities assists you to operate your car park at a greatly reduced cost and free up staff.



## Deepening customer satisfaction through operational excellence

With over 30 years of experience in car park management and operations, we have learned to use flexibility and technology to improve efficiency.

By combining, localised and standard operational procedures, we develop a customised operational solution for each site, addressing its unique features and requirements.

### Operational Solutions

Our operational solutions cover every kind of car park large or small, government or private, retail mall or commercial towers, residential or non-residential, automated or manual operation.

### Workplace Health and Safety

Secure Parking Singapore is awarded with BizSafe 3 certificate and all our staff are trained in our WH & S Policy and empowered with the opportunity to contribute to our WH&S sessions. Car parks are monitored daily and risk assessments are undertaken regularly.

### Staff who have passion for parking

Secure Parking employs the right people for the right role and train them to provide customers and clients with appositive experience by delivery the highest level of service with passion. Ongoing mystery shopping and customer survey programs help us to continuously monitor service standards.

## Using innovation to drive more business to your car park more often

Car parks gain their relevance from their location in relation to where a customer needs to be. Each car park is part of its own unique 'community of interest' comprising the building tenants and their visitors, the local business community and its clientele.

Secure Parking engages these communities with a combination of localised business building marketing activity, customer loyalty programs that use advanced technologies.

### On the ground sales

Each car park is assigned to specialist sales team to drive revenue growth through direct sales and promotions through landlords and business owners.

### Customer Connect Loyalty Program

This program helps you develop a one-on-one relationship with your customers. You can reward your customers for parking in your car park and provide a personalised service to your customers.

### Secure-a-spot

Secure Parking's online booking service offers pre-booking and pre-payment services and access to a range of parking products.





**No Parking Worries**

### Singapore Office

10 Ubi Crescent #07-24

Lobby B Ubi Techpark

Singapore 408564

Tel: (65) 6592 2700

Fax: (65) 67450180

### Head Office

Level 13, Northpoint Tower

100 Miller Street

North Sydney NSW 2060

Ph: (61) 2 8912 4900

Fax: (61) 2 9954 1032

### International Offices

Indonesia (62) 216 265 868

Malaysia (60) 378 850 680

Lebanon (961) 199 994 1

United Arab Emirates (971) 436 374 64

China (86) 216 413 969 0

India (91) 224 215 3400

New Zealand (64) 937 994 81

United Kingdom (44) 020 317 850 62

[www.secureparking.com.sg](http://www.secureparking.com.sg)