

## PRESS RELEASE

# Creative Parking Solutions appointed to run Oxford Airport Car Park

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Creative Parking Solutions has been appointed as the new car park operator for Oxford Airport. The car park, which has several thousand visitors each week, will operate a totally cashless payment system requiring users to pay securely by credit card over the telephone. It will also use state-of-the-art automatic number plate recognition technology to deter unauthorised parking.

Creative Parking Solutions won the contract due to its ticketless TrafficGuard technology, which enables drivers to park and pay without having to display the day and time when they plan to return – an important security feature for airport visitors. Oxford Airport was impressed with the many customer benefits of the system, which improves safety for drivers by deterring thieves and makes it easier for drivers to pay their parking fees.

TrafficGuard is linked to a secure telephone payment system and completely removes the need for paper tickets and manual checks. The system records registration numbers on entry and exit to the car park. It then matches the registration number against a database which contains the registration numbers of drivers who either hold a permit or have purchased a ticket.

To buy a ticket, the driver simply calls a number and provides their credit card details and registration number. The automated system then charges the appropriate amount to the customer's card. Drivers who contravene the rules receive a parking charge notice through the post.

"We are delighted to be awarded the contract to run Oxford Airport car park," said Gary Wayne, Managing Director of Creative Parking Solutions. "Our experience from operating the car parks at Southampton Ferry terminal together with our combination of friendly in-house customer service staff and leading edge proprietary hardware and software made us the ideal partner to help Oxford Airport achieve its goals of providing a simple, secure and efficient payment system that benefits them and, more importantly, their customers." –ENDS-

### Notes for editors

Creative Parking Solutions Plc was founded in 1995 to provide traditional car park management services. Having quickly developed the reputation for professional, friendly efficiency and technological innovation, the company was the first operator to offer maximum stay car park enforcement using Automatic Number Plate Recognition (ANPR) cameras.

Our efficient approach has resulted in increased turnover for many of our customers. Our service is designed to encourage efficient use of parking spaces. There is nothing more off putting than seeing your shopping centre, retail park, store or restaurant's car park full and congested.

### For more information, please contact

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