



 **Interparking**

A customer- and environmentally-friendly parking facility at a unique location



EPA 2015

Category 1

New parking structures



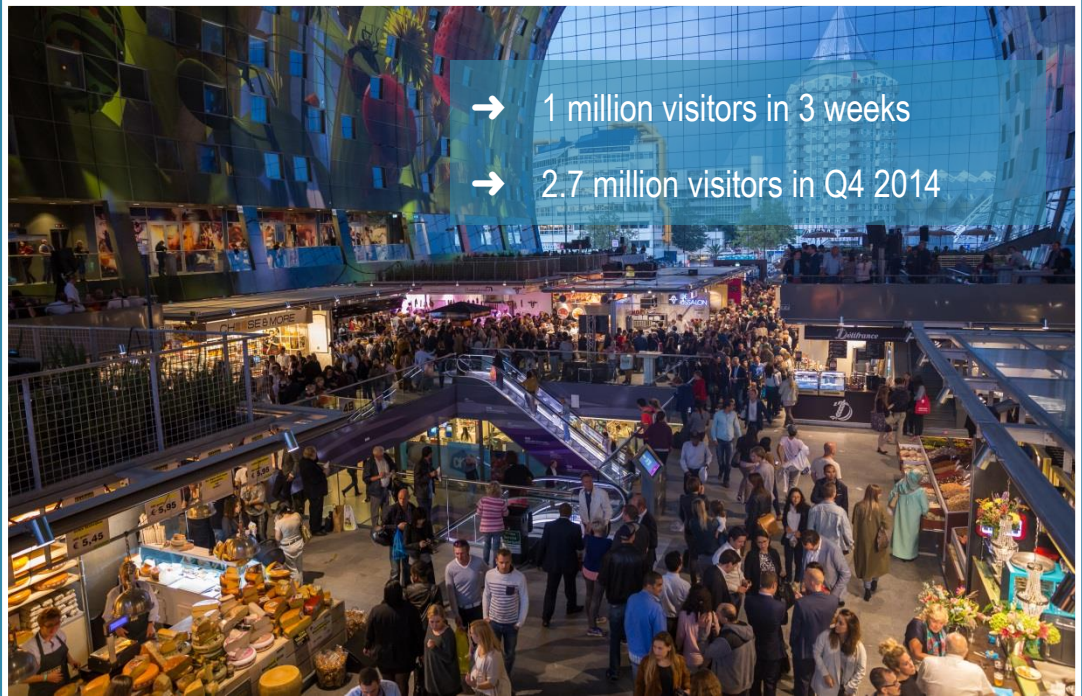
OFFICIAL OPENING

October 1ST 2014



VISITORS / FUNCTIONALITY

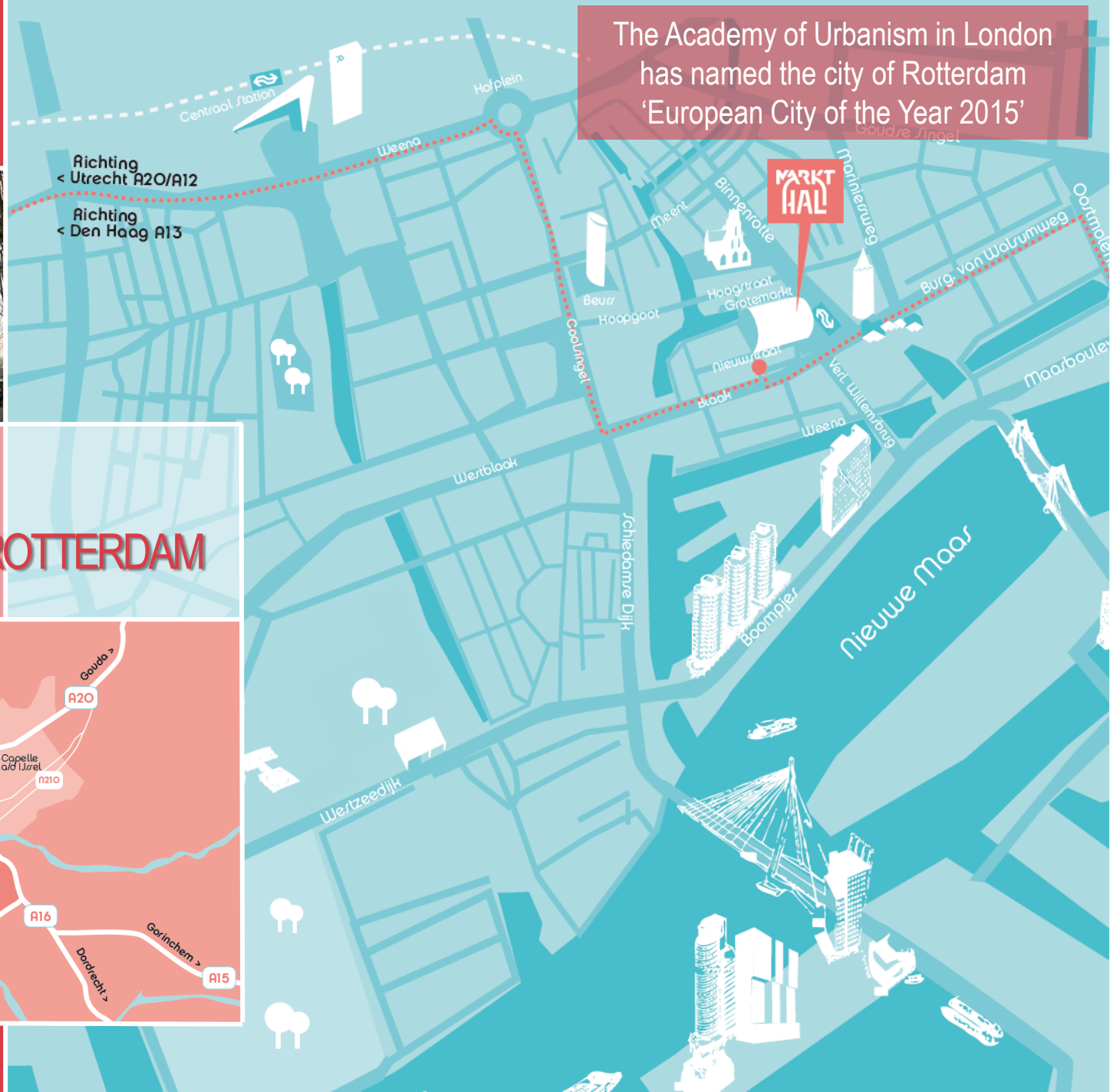
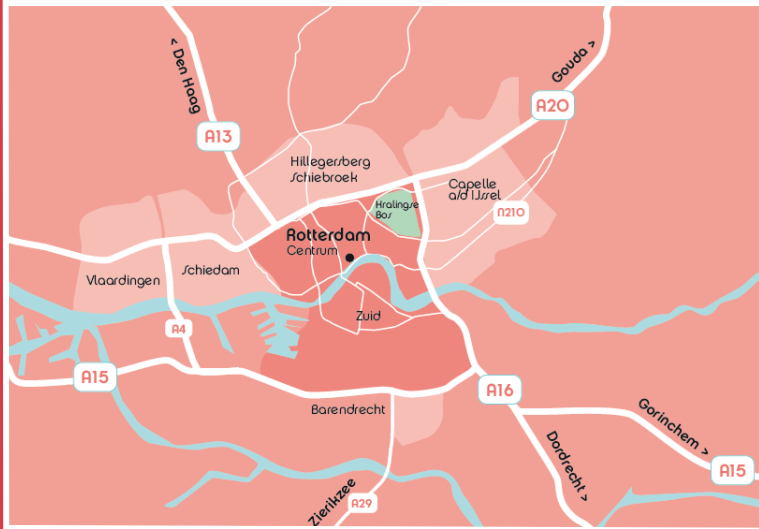
- Visitors of the Markthal; market, retail, restaurants, ceiling art, time stairs
- Businesses Markthal
- Suppliers Markthal
- Residents Markthal
- Visitors of the shops in the city center
- Businesses in the immediate area
- Events
- Museums
- Restaurants
- Hotels



- 1 million visitors in 3 weeks
- 2.7 million visitors in Q4 2014



LOCATION: CITY CENTER OF ROTTERDAM



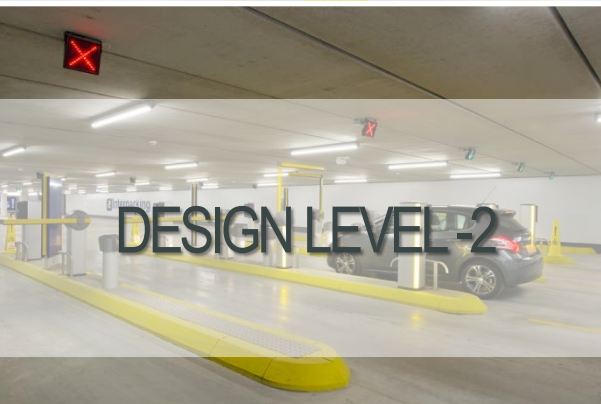
The Academy of Urbanism in London
has named the city of Rotterdam
'European City of the Year 2015'

ACCESSIBILITY FOR CARS

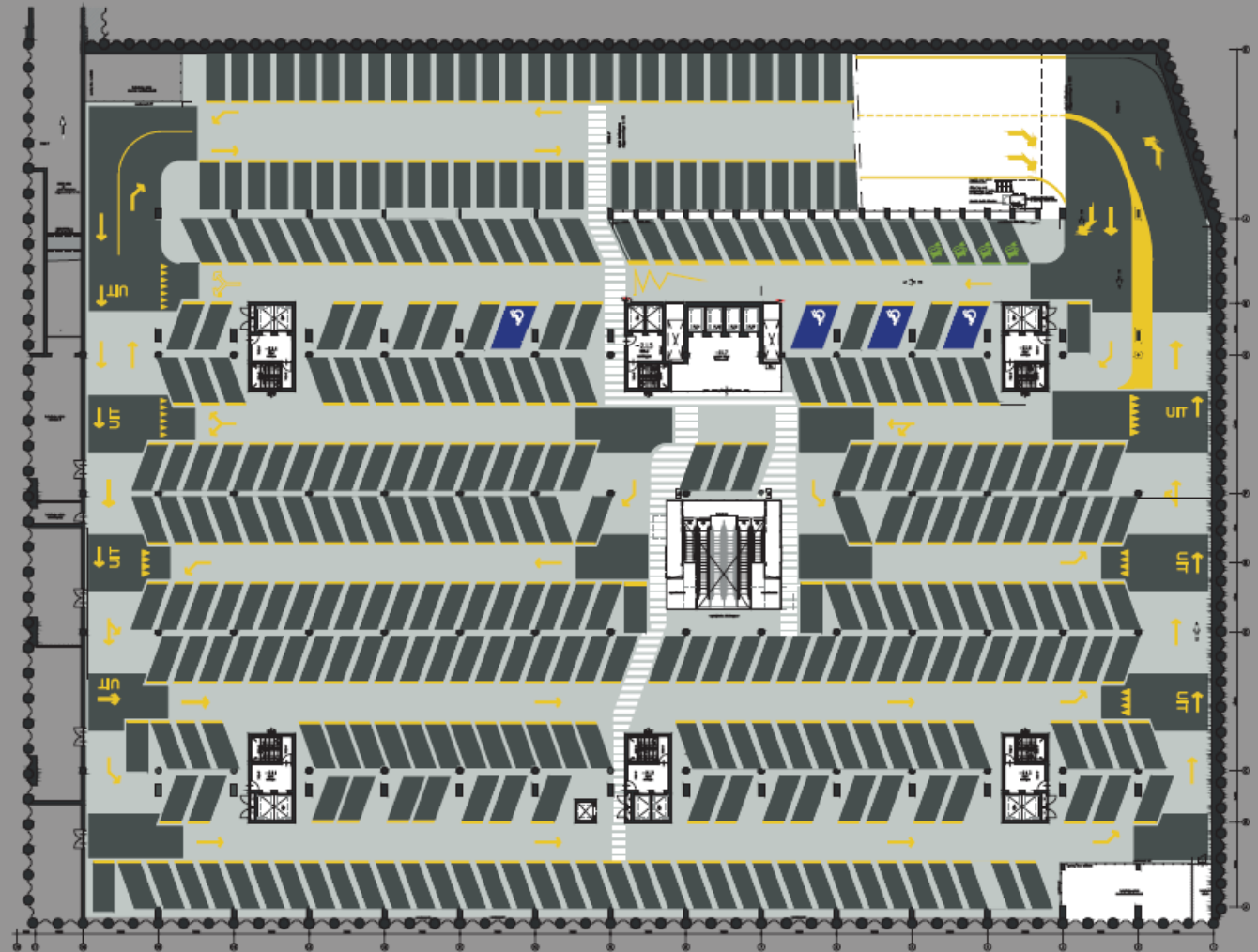


CENTRAL PEDESTRIAN ZONE





COLUMN-FREE SPAN 70° 2.50 M BY 5.00 M ONE-WAY TRAFFIC





SPACIOUS ESCALATORS
direct access to market



HORN OF PLENTY

*Unique piece of art, Europe's largest
decorated ceiling*



PEDESTRIAN ZONES



TRANSPARENT ELEVATORS
for 13 persons



TIME STAIRS
Museum





EQUIPMENT

- 2 entrances, 1 changing lane, 2 exits
- 10 payment terminals
- License plate recognition
- Dip & Go
- Camera system (view on hotspots)
- Full/Free signs per space
- Parking guidance system
- LED lighting
- Ventilation system
- Fire, CO² & LPG detection system



24/7 service employees in the parking

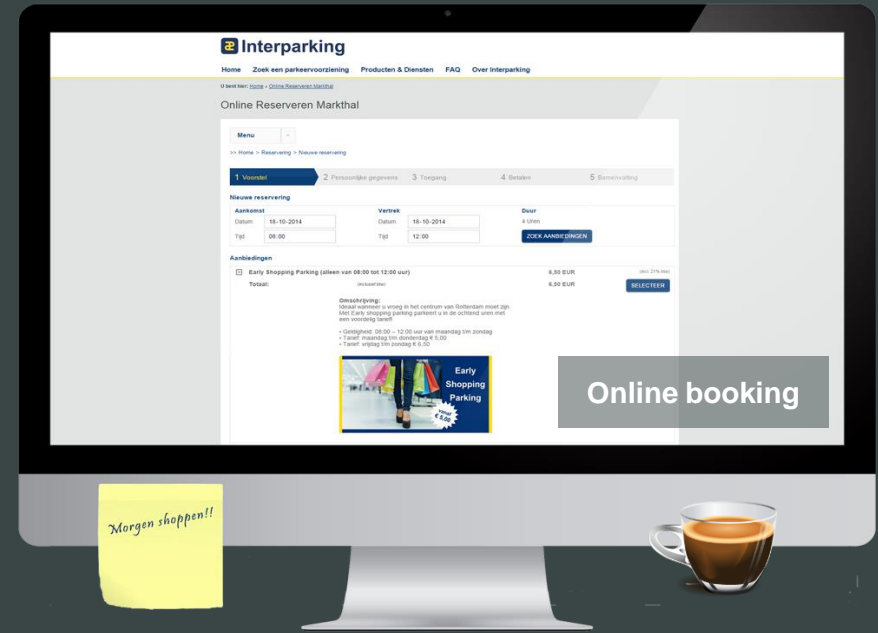


Security control room with CCTV



Awarded with an ESPA

EPA 2015 | NEW PARKING STRUCTURES | MARKTHAL



Online booking

MANAGEMENT OF THE CAR PARK



Loyalty card development 2015



Early Shopping Parking

€ 5,00

MARKETING & COMMUNICATIONS

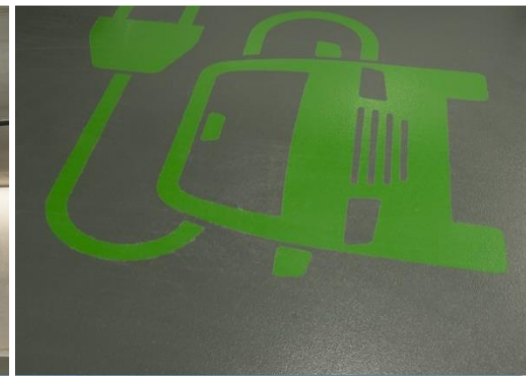
ONLINE MEDIA

- Social media: Facebook, LinkedIn, Twitter, Youtube, GooglePlus and Google maps
- Websites (www.interparking.nl, www.markthal.nl and www.parkerenmarkthalrotterdam.nl)
- Digital newsletter

OFFLINE MEDIA

- Special brochure for businesses and residents, with targeted offers
- Large billboard at the entrance of the car park, with the online parking products
- Discount cards, handed out in the Rotterdam city center by our Promotions Team
- Free introduction cards for contacts
- Promotional film / adverts on LED screens in the city center
- Free publicity and interviews in trade publications and (national) newspapers
- Sponsoring a special magazine about the Markthal in a national publication
- Organizing / supporting various opening festivities
- Organizing business events
- Press releases





- Implementation of a parking guidance system (shortest route to a free parking space), real-time display of available parking spaces per floor, this reduces search traffic in the car park which leads to lower CO² emissions
- 12 Electric charging stations
- Encouraging of environmentally-friendly driving by the implementation of Eco Parking
- Use of environmentally-friendly cleaning and maintenance products
- Different kind of initiatives such as online booking, standard implementation in navigation systems, routing, PRIS, etc. Making the route to the car park as short as possible
- LED lighting (energy-efficient, switchable, high brightness, longer life)