

A CREATIVE SOLUTION TO THE *Savvy Alsace, France, Motorists*

WORLDWIDE PARKING PROBLEM *Always Have a Place to Park*

ROBERT HOEBEE



AUTO'TREMENT: "TO HAVE A CAR WITHOUT HAVING A CAR"

Background

Parking: It's a problem in most any major city around the globe. Auto'trement, a car sharing company based in Strasbourg, the capital of the region of Alsace in the east of France, is working to stem the problem by providing its urban clients with cars to use on demand. Unlike standard rental car agencies with their own buildings and car lots, Auto'trement stations its vehicles in specifically marked parking spaces throughout the city so that clients can go

virtually anywhere and rent a car for as little as an hour or as long as several days. All they've got to do is sign up, drive out and make sure they bring the car back to where it was originally parked. Car sharing is an up-and-coming method for infrequent city drivers to have their own transportation source without buying their own vehicle.

Addressing Parking Problems for Customers

The popularity of Auto'trement continues to grow as savvy urban drivers give up their own vehicles for something less costly and more convenient. Happy users say it's a

great way to cut down on ever-increasing city traffic. What's more, they can get the vehicle they need nearly anywhere they go. However, the parking problem that exists for motorists worldwide also turned into a challenge for Auto'trement. According to Jean-Francois Virot Daub, head of development, Auto'trement clients could not always return their vehicles to the exact parking spaces where they retrieved them in the first place. The problem was especially apparent when vehicles needed to be parked outside on the street, near a rail station, where other private motorists would also park their cars. Looking hard to

find a partner in their vision of a better parking strategy, they turned to Designated Parking Corp. and the MySpot 200.

Developing Solutions Through Innovation

The MySpot 200 is a low-cost, self-contained, remote-controlled barrier that secures a parking space — or restricts access to a driveway — with the click of a button from inside a vehicle. Easily secured into the road or the floor of a parking lot, drivers simply push a button and the barrier in front of their space moves down so a vehicle can be parked, or back up again so the space can stay reserved. Auto'trement installed the MySpot 200 on a number of street-side parking spaces. Dori Teich, president of Designated Parking Corp., looked at the Auto'trement parking challenge with great interest. "It has always been our corporate vision to ease the ever-growing parking demands set forth by the increased vehicle population and our mobile society," Teich said. "Designated Parking Corp.'s entire line of products helps solve the diverse problems companies and individual motorists face when looking for places to securely park their vehicles.

Achieving Satisfying Results

"MySpot 200 changed our everyday life," Virot Daub said. "Our customers have no more complaints that their parking spaces are occupied and are pleased with this powerful and convenient solution. Plus, the MySpot 200 is efficient even when customers forget to raise their barrier. It dissuades everyone to park in our places!" Auto'trement customers can now be assured they will no longer be part of the ever-increasing parking dilemma. They are assured their parking space will be waiting for them. ■

Designated Parking Corp. and its principals have been designing and manufacturing award-winning, high-volume security systems for the automotive, commercial, industrial and residential markets since 1972. With product development, engineering and corporate functions headquartered in West Orange, N.J., Designated Parking's products are built at an affiliated world-class ISO certified manufacturer in Shenzhen, China, and sold worldwide. The company's full line can be seen on their Web site at www.designatedparking.com.



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by e-mailing ipi@parking.org.

CONTACTS

Robert W. Hoebee
Senior Vice President and Partner
Studio 21 Advertising
53 Sheffield Drive
Forked River, NJ 08731
(609) 693-6446 (EDT)
E-mail: studio21adv@nac.net

Dori Teich
President
Designated Parking Corp.
10 Ridge Road
West Orange, NJ 07052
(973) 669-8214
E-mail: dori.teich@dp-corp.com

Jean-Francois Virot Daub
Head of Development
Auto'trement
www.autotrement.com
Ph: 03 88 237 347
E-mail: jfvirot@autotrement.com

