

ANNUAL CSR REPORT 2022

We
Develop
Quality

Urban liveability



Brand story



Over the past few years we have been shifting our focus. We are more than just a parking operator, we are a sustainable mobility partner.

We updated our brand story to match our role as sustainable mobility partner and developed a new company video to reflect this shift.

The new brand story is an expression of our motivation and ambitions, and forms the basis for all our communications. It supports our brand and gives us direction so we communicate consistently, both internally and externally.

We matched our tone of voice to who we are:

- | What we do, we want to do well.
- | Stakeholders choose us for our long-term strategy.
- | We work together with mobility partners.
- | Our entrepreneurial spirit shows through in everything we do.
- | We facilitate mobility which results in growth.

Functional quality is and will always be the foundation of everything we do. We mobilise partners and colleagues to make progress for the long term.

So, as the proverb goes: if you want to go fast, go alone; if you want to go far, go together!

We are a driving force for mobility. Born from the belief that parking could be better. As a major player, partners come to us and trust our expertise. We have made a name for ourselves by daring to set a new standard. Quality in parking. Nothing less.

Parking is always on the move, and so are we. We develop quality. Because we're an ambitious company with a clear drive: what's good can always be made better. And so we keep pushing the quality standard higher and higher.

We progress. We never stop innovating. We aren't drawn in by hype, but we do keep an eye on the changing world around us. We focus on what we do best: developing reliable parking and mobility solutions that make people feel welcome.

Parking isn't just about finding a safe place to park your car. Parking is part of a broader and more complex challenge in urban liveability. That's why we broaden our perspective, seeking connectivity with others. With municipalities, project developers, and partners with leverage, like us. Because when we join forces, we can achieve more. And that's the smart way forward.

We always aim to combine accessibility and liveability. Cities should be designed for people, not cars. That's where we come in, helping everyone get from A to B. So city traffic flows freely.

Q-Park keeps your world moving.

[Click here to view the new brand video.](#)