



**Parkmobile**  
PARKING MADE SIMPLE™



**FOR IMMEDIATE RELEASE:**

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## ***Pay by Phone Parking Coming to Norwalk Customers Can Pre-Register Now***

Norwalk, CT September 21, 2011—The Norwalk Parking Authority and Parkmobile USA, Inc. announced today an innovative new service that will allow residents of and visitors to Norwalk to save time and money by using their mobile phone to pay for parking.

Staying at the forefront of technology, the Norwalk Parking Authority will soon be implementing the pay by phone parking service at any Parking Authority meter or pay station. The Parking Authority expects this to be fully implemented in October, but drivers will be able to pre-register right now at [www.parkmobile.com](http://www.parkmobile.com), where they can also download a mobile app. Once the service is fully in place, customers can use the mobile app, the Internet, or a phone call to pay for parking. Motorists will also be able to select an option to receive text message alerts and reminders 15 minutes before their parking session expires.

“Pay by phone offers customers a new and better way to pay for parking. Parkmobile users have 24/7-access to their online account; they can print reports and easily track their parking expenses. It’s much faster and more convenient”, noted Albert Bogaard, CEO of Parkmobile.

Chairman of the Norwalk Parking Authority John Federici says, “The benefits to parking customers are many. “This system eliminates the hassle of feeding the meter. No cash is needed and the text reminders minimize the risk to drivers of getting ticketed or towed.”

(more)

Kathryn Hebert, Director of the Norwalk Parking Authority, says “People can still pay with coins or credit cards, but this system offers many convenient benefits not only to the individual parker but to the business community. Finally there is the opportunity to validate customers and clients by just registering their business.” She adds, “It is so simple, once you register just enter in the zone number (visible at every meter and pay station) into the app on your smartphone or via a phone call and voila! You don’t even have to get out of your car to pay.”

This is Park mobile’s first implementation in Connecticut and the first pay by phone option that can be accessed by an app on a smart phone. For additional information and locations, please visit: [www.parkmobile.com](http://www.parkmobile.com)

### **About Parkmobile**

Parkmobile is a leading global provider of seamlessly integrated end-to-end solutions for Pay by Phone parking. Its offerings include cashless mobile payments for on and off-street parking, digital parking permits and real-time enforcement. Their services are used in 100 cities around the world by millions of registered users. Parkmobile USA was founded in Atlanta, Georgia and its call center, engineering team and corporate headquarters are located in the U.S. Parkmobile’s investors include BCD Holdings and Fontinalis Partners. With annual global revenues of \$18 billion, BCD Holdings is an international market leader in the travel industry. Fontinalis Partners invests in and partners with innovative technology companies that modernize and improve transportation. Fontinalis is led by Bill Ford, a lifelong environmentalist and the executive chairman of Ford Motor Company. For more information please visit [www.parkmobile.com](http://www.parkmobile.com).

### **About Norwalk Parking Authority**

The Norwalk Parking Authority is a financially self-sustaining organization responsible for the operation and maintenance of the municipal parking system in Norwalk. The Authority is committed to collaborating with community organizations while providing exceptional customer service to parking customers. The Norwalk Parking Authority can be reached at 203-831-9063 or at the web site: [www.norwalkpark.org](http://www.norwalkpark.org).

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