



Media Information
7 August 2014

MINI & JustPark – A WORLD FIRST IN SMART PARKING

New App helps MINI owners book parking spots from their dash

- Motorists currently waste 106 days of their lives searching for a spot
- New App linked to 100,000 parking places across the UK
- MINI owners can download App from Apple App Store now

JustPark, the online service that lets you park wherever and whenever, has revealed that MINI will be the first car brand in the world to allow drivers to reserve parking directly from their dashboards.

Using the app, JustPark-registered drivers can find, book and navigate to a parking space, choosing from over 100,000 spaces across the UK.

Integrating the complete parking process into the vehicle's navigation system for the first time, the free-to-download JustPark app eliminates the time spent circling the streets looking for a suitable spot, an inconvenience that costs the average driver 106 days of their life.

How does it work?

Using the app, drivers can choose whether to input their final destination or search for parking around them while on the go. Drivers then browse a selection of convenient parking spaces, from car parks and hotels to homes

BMW Group Company

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and pubs. They can explore location details, pricing and reviews left by previous drivers.

Once drivers have chosen and paid for a space, they are directed to their destination by the car's navigation system. The app is designed to be used while on the move, having undergone extensive safety testing by BMW laboratories in Munich.

JustPark and BMW

The app is the latest product of the partnership between JustPark and BMW i Ventures, the venture capital arm of BMW that invests in startups working to improve mobility in urban areas and took a strategic stake in JustPark – formerly known as ParkatmyHouse – in 2011.

JustPark founder, Anthony Eskinazi, said: "In 2014, no driver should have to experience the stress and uncertainty of circling the streets for that elusive parking space. JustPark gives drivers the convenience of finding and reserving an affordable parking space in moments. Just as we use apps to order taxis and takeaways, parking is finally being brought out of the dark ages."

Chris Brownridge, Director for MINI UK, added: "MINI Connected is all about helping owners to interact with the outside world whilst on the move. Not only does our in-car system allow people to talk, listen and engage in a convenient way, but now it also helps them to find a place to park."

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He continued: “The JustPark functionality – which is a world-first for MINI – will make securing a convenient parking place in our busy towns and cities a breeze.”

JustPark has also today announced that it has secured an investment from Index Ventures, the investor who has backed many of today’s leading online brands including BlaBlaCar, Just-Eat and King.

Follow the link below to an embeddable demonstration video:

<https://www.youtube.com/watch?v=hKp3KV0FzbY>

Ends

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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