

## **PRESS RELEASE**

5<sup>th</sup> December 2008

### **FIRST MANAGEMENT GROUP TO BE REBRANDED APCOA**

First Management Group (FMG), a sub-brand of APCOA Parking (UK) Ltd (APCOA) is in the process of being re-branded. The re-brand from FMG to APCOA will not affect the service provided by the company, which remains at the forefront of the hospital parking and security sector.

APCOA are re-branding to bring it in line with all other "APCOA the World of Parking" sites to reflect and reinforce the strength behind the brand of Europe's largest parking management company.

To date, APCOA has invested more than £10m of capital into NHS parking and security projects and also guarantees in excess of £3m in annual parking revenues to its NHS clients.

Chris Pullen, APCOA's Managing Director said "This rebrand reinforces our presence in the UK and demonstrates to our clients and customers our commitment to delivering a first class service in all sectors of our business from hospitals, airports, stations, shopping centres and on street. All our sites will reflect the corporate brand and architecture that is becoming synonymous with our aim to be the preferred partner in the world of parking."

...continues...

#### **Registered Office**

APCOA Parking (UK) Ltd., Wellington House, 4-10 Cowley Road, Uxbridge, Middlesex UB8 2XW  
Registered in England No. 2572947 VAT No: 524 9957 06

The rebranded companies are:

- APCOA Facilities Management (UK) Limited
- APCOA Facilities Management (Harrow) Limited
- APCOA Facilities Management (York) Limited
- APCOA Facilities Management (Kettering) Limited

APCOA was established in 1971 originally as a parking management company. In 1990 APCOA commenced providing on street parking enforcement and was awarded Europe's first large-scale on street enforcement contract, in London's Westminster.

APCOA UK employs around 2,600 staff and is one of the country's leading parking management companies; a further 2,500 staff are employed in the wider APCOA Parking group, which operates in 17 European countries.

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### **Notes for the Editor**

APCOA Parking (UK) Ltd is Europe's longest-established and largest full-service parking services contractor, and is known within the parking industry for its many innovations over the years.

In the UK, APCOA employs around 2600 people, and its customer base includes local authorities, town and city councils, airport authorities, rail companies, shopping centres, department stores, NHS trusts, in other words almost all types of organisation which need to supply parking or to enforce parking regulations.

APCOA was the Overall Winner in the 2006 British Parking Awards, whose panel of judges cited its achievement as "...the single most outstanding example of excellence in the UK parking industry during the past year".

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