

PRESS RELEASE

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Parking's Cheaper with RingGo

First Great Western rail travellers that pay for their parking using the innovative RingGo service will now pay less than if they pay with cash. Discounts of 10 per cent or more are offered for those choosing to pay by phone, using their credit or debit card, rather than with coins.

Seventy-two First Great Western stations managed by APCOA Parking (UK) Ltd (APCOA), now offer the RingGo service, with most having offered it since 2006. Take up of the service at these sites has been excellent and at many stations, more people now pay for their parking with RingGo, than pay with cash.

APCOA and First Great Western are making the change in order to encourage even more people to try out and use the service. Voluntary feedback from users highlights the many benefits of the service.

"RingGo saves hunting around for all the coins", says Oxford railway user, Edward Capp, "and in the recent rain we had, saves trudging to the machine through the puddles. It's a great convenience saver. Why can't all car parks be like these ones?"

Graham Tidball, General Manager of APCOA, says of the change "RingGo has been operating at many of our stations for more than two years and we've been delighted with take up and the positive feedback we've received. This extra price incentive is being introduced both to reward loyal RingGo users and encourage even more people to try out the service and we're sure it will be welcomed all round. "

- Ends -

For more information visit www.RingGo.co.uk

Notes for editors:

1. The first implementation of RingGo was at First Great Western station, Bristol Parkway in April 2005. Since then, the service has been rolled out to nearly 1,000 locations across the United Kingdom. Hundreds of thousands of motorists now use the RingGo service regularly. For more information on where RingGo is available, please see www.MyRingGo.com/whereitworks
2. A case study of First Great Western's history with RingGo is provided at www.RingGo.co.uk/media.html (scroll down to Case Study number 5).
3. APCOA Parking is Europe's longest-established full-service parking services contractor, and is known within the parking industry for its many innovations over the years.

These include the first use of licence plate recognition systems linked to online booking for car parking at airports; the introduction of chip coin car park payment systems which can be linked directly with local retailers for promotional purposes; and the parking industry's only in-house training programmes which have achieved Institute of Learning Management (ILM) accredited certification.

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, port authorities and NHS trusts. In other words, almost all types of organisation that 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".

APCOA was Highly Commended four times in the 2007 British Parking Awards, having been short-listed for five entries. APCOA was also responsible for nominating the 2007 "Parking Person of the Year".

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