



SP PlusSM
Airport Services

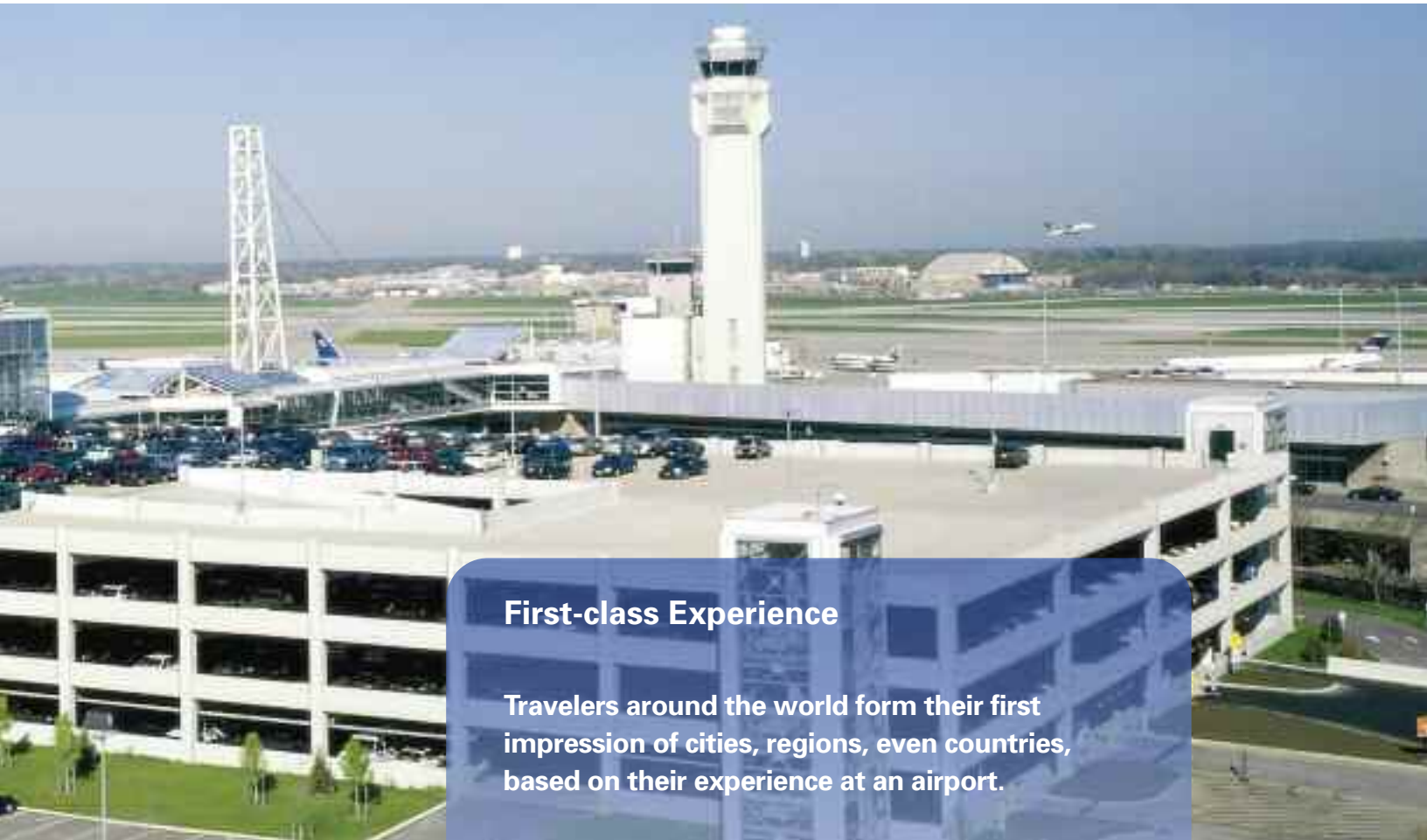
Superior People. Superior Performance.

A division of Standard Parking



“SP PlusSM Airport Services engrains in its employees a set of customer service expectations comparable to the hotel industry. The team has created a first-class, customer service-based experience that reinforces the positive image the City of Chicago continues to cultivate for itself.”

Chicago O’Hare International Airport



First-class Experience

Travelers around the world form their first impression of cities, regions, even countries, based on their experience at an airport.

SP PlusSM Airport Services makes those lasting impressions soar, offering a warm welcome for arrivals and a smooth takeoff for departing travelers. With more than 50 years' experience in airport parking and landside services, we efficiently coordinate a variety of parking, transportation, curb management and other services around overflow crowds, shifting traffic and frequent schedule changes. Our dedicated team of airport professionals allows us to focus on the unique needs of our airport clients, while our commitment to ongoing employee training and development ensures the best in customer service. The result: maximum net operating income for the airport and a first-class experience for the flying public.



A division of industry leader Standard Parking, SP PlusSM Airport Services combines multifaceted corporate resources with effective local management and innovative solutions customized for the unique demands of each airport.

Full Flight of Services

Parking planning and management

Parking management

- > Seamless transitions
- > Self-park operations
- > First-class valet
- > Rigorous revenue controls
- > Employee parking/permit management
- > Utilization analysis
- > Rate studies and revenue projections
- > Customized client reporting

More than five decades ago, we introduced the first paid parking at any U.S. airport. Since then, we have led the way in transforming airport parking from a cost center into a revenue engine. Today, we are recognized as the industry leader in customer service and parking management, with a professional team dedicated exclusively to airport operations. Our comprehensive offerings allow us to meet our clients' ever-changing landside challenges at airports of every size and structure.

Transportation

- > Drivers
- > Routing and scheduling
- > Vehicle specifications and procurement
- > Inter-terminal and airside busing
- > Bumper-to-bumper service
- > Employee shuttles
- > Consolidated rental car shuttles
- > Maintenance and fueling
- > Alternative fuels
- > DOT compliance

Airports across the country rely on us to transport their passengers and personnel safely, comfortably and conveniently. Our wide array of vehicle and service options allows us to provide the most effective and efficient transportation solution for each client's needs. Whether boarding a four-passenger courtesy cart or a 40-foot, transit-style shuttle bus, each passenger enjoys a clean, well-maintained vehicle with a courteous driver who makes safety job one. Our service incorporates the expertise of SP PlusSM Transportation, which operates a nationwide fleet of hundreds of shuttle vehicles that transport more than 20 million passengers a year.





Parking facility planning

- > New facility design
- > Specification review and project management
- > Space reconfiguration
- > Graphics/wayfinding systems
- > Dynamic signage and space locator systems
- > Lighting/security
- > Automated traffic and revenue controls
- > Customer service enhancements

When new facilities are needed, we partner with parking design consultants on traffic analyses and recommendations for parking layout, canopy and graphic design, lighting, security and signage. We continually look for opportunities to improve operational efficiencies through space reconfigurations or other facility improvements, and for customer service enhancements such as automated exit technologies and loyalty programs. We help clients select and install automated traffic and revenue control equipment, often leveraging our expertise and buying power to deliver significant cost savings. We also advise clients on green solutions such as energy-efficient lighting and alternative fueling options.

Curbside services

- > Taxi dispatch
- > Skycap
- > Luggage assistance
- > Valet
- > Ground transportation management
- > Ambassador services

We bring an unrivaled level of customer service to airport taxi stands and curbside assistance. Our advanced logistical systems keep the traffic flow smooth, and our well-appointed, attentive airport “ambassadors” make every passenger feel right at home.

“Being greeted by your staff, who gave perfect directions, avoiding searching for a parking spot, and not even having to wait for the van to take me to the check-in was a wonderful experience. Receiving a little note paper with the parking location was just the final touch.”

Times of the Islands Magazine

Safety and security

Our employees work with airport security to enhance public safety. In selected markets, we provide more comprehensive services through SP PlusSM Security.

Maintenance

We set meticulous standards for our facilities and maintain them through a carefully developed, strictly enforced monitoring system. SP PlusSM Maintenance can provide more extensive services throughout the airport.

"SP PlusSM Airport Services has demonstrated sound accounting practices and audit controls in managing parking revenue. They have implemented several new parking programs, including a Frequent Parker and Corporate Parking program and several marketing promotions and customer service initiatives that have increased our total parking transactions."

Kansas City International Airport

Advanced Controls



Cutting-edge technologies

SP PlusSM Airport Services uses the latest parking technologies for the aviation transportation industry. Automated pay-in-lane, pay-on-foot and satellite credit card payment systems speed drivers on their way. Zoom Lane Parking[®] integrates with pre-paid tollway systems, and vehicle identification tags smooth the way for regular parkers. With airport clients throughout the country, our team also is familiar with all major revenue control systems and technologies.

Eco-friendly operations

We look for every opportunity to make our operations more eco-friendly and reduce our carbon footprint. Our innovative business processes won an "Empower the Green Enterprise" award from software giant Oracle. With our new processes, each year we expect to save 312 tons of paper, 624 tons of trees, 5.1 million gallons of water, 600,000 pounds of waste and 19,000 pounds of emissions.

Revenue controls and financial reporting

Perhaps the single most important thing we do is to collect and protect our clients' parking revenues, using multilevel revenue controls to enhance revenue security and transaction automation to reduce cash handling. We monitor trends in real time and trace revenues back to individual transactions. On-site managers and our internal audit group review bank deposits and cashier reports daily. Our advanced accounting methods provide PCI-compliant operations and clear, concise client reports. With our Web-based Client View[®] system, airport authorities can securely download monthly financials and detailed backup reports at their convenience.



Top-flight Amenities

Staffing and training

Through careful hiring and conscientious training, we field a team committed to minimizing turbulence for travelers at even the busiest airports. Standard UniversitySM training programs such as Three Keys to Customer Service prepare our employees to succeed, while our recognition and rewards programs motivate them to excel. To maximize efficiency, we use an automated workforce management system that simplifies scheduling, tracks time and lowers labor costs.

Marketing programs

SP PlusSM Airport Services has enhanced parking revenues at major airports nationwide through demand analyses, user surveys, direct mail promotions and frequent-parker reward programs. We develop multifaceted marketing programs that allow our airport clients to build a comprehensive customer data base, increase revenues and effectively compete with off-airport parking operators.

At SP PlusSM Airport Services, we aim to make every traveler feel like a first-class passenger, with amenities such as:

- > Books-To-Go[®] CD lending library
- > Films-To-Go[®] DVD lending library
- > Standard Road Assist[®] emergency services
- > CarCare services
- > Vehicle location and escort services
- > Courtesy umbrellas
- > Driver assistance services
- > Customer-appreciation promotions

SP PlusSM Airport Services is a proud member of:

- > Airports Council International
- > Airport Ground Transportation Association
- > American Association of Airport Executives
- > Taxicab, Limousine & Paratransit Association
- > Regional airport and transportation associations nationwide



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