



**FOR IMMEDIATE RELEASE**  
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## **PARKING MADE EASY FOR DETROIT'S NORTH AMERICAN INTERNATIONAL AUTO SHOW**

ORLANDO, FL-- As Detroit rolls out new concepts for 2007 and beyond at the North American International Auto Show this January, parking problems for the event may become ancient history. Show organizers, city officials and select lot owners in the Cobo Hall area are working together with *Click and Park* to ease parking and traffic woes during the nine-day show. Instead of circling downtown in an endless attempt to find parking, attendees can now reserve and purchase their parking in advance at [clickandpark.com](http://clickandpark.com). Parking permit sales for participating Miller Parking, Sterling Group and Park-Rite lots in the area will continue up to 24 hours before each show day. The show opens to the public January 14<sup>th</sup>. The *Click and Park* prepaid parking system "increases customer satisfaction on a variety of levels," says *Click and Park* President, Tony Vitrano. "Lot owners are pleased since their spaces can be pre-sold and they earn parking revenue earlier. Event organizers enjoy the fact that easier parking arrangements encourage attendance to the show, and guests enjoy a hassle-free parking experience."

Personalized directions and routing to each parking space is not only an added convenience, but is actually a part of the larger transportation plan. Each *Click and Park* user is provided with customized directions along various routes. As the anticipated capacity for each route is reached, alternate routes are prepared. This helps to manage traffic flow during the show dates. Guests receive an e-mail confirmation and direct routing to their selected lot within eight hours of their parking purchase.

*Click and Park* is an online parking and traffic management system used by event planners and parking management companies to provide consumers access to pre-registered parking for special events. Customers can purchase reserved parking online prior to an event, reducing the need for personnel to manage transactions and earning revenue in advance of the actual event. The *Click and Park* service also helps to alleviate traffic and parking troubles by providing detailed routing instructions to all permit purchasers. These detailed directions support the venue's transportation management plan—resulting in a more efficient, time-saving flow of traffic.

The Orlando-based company shares ownership with Gameday Management Group which plans and operates complete transport and parking systems for major events, directing spectators, media, teams, staff, sponsors and corporate clients. The Group has managed transportation and parking services for such high-profile events as The Salt Lake City Olympic Winter Games, Super Bowls XXX – XL, the Daytona 500 and the Presidential Inauguration. For more information visit [www.ClickandPark.com](http://www.ClickandPark.com).

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