



**FOR IMMEDIATE RELEASE**  
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## **CLICK AND PARK ROLLS INTO DETROIT FOR 2007 NORTH AMERICAN INTERNATIONAL AUTO SHOW**

ORLANDO, FL-- Click and Park's online parking reservation & routing system will be used for the second consecutive year at January's 2007 North American International Auto Show (NAIAS) in Detroit. The system provides a way for show attendees to purchase parking in participating lots and garages near Cobo Hall prior to leaving for the event. Parking will be available for purchase at [www.ClickandPark.com](http://www.ClickandPark.com) beginning December 15th. The NAIAS will open to the public on January 13 – 21.

"We're pleased to be back in Detroit for the NAIAS again" stated Tony Vitrano, Owner of Click and Park. "Our service is designed to make things easier on a variety of levels. Customers enjoy the convenience of reserving parking before they leave, show organizers value the service as an added service for event attendees, and parking lot operators appreciate us selling their spaces and earning revenue earlier."

In addition to receiving a parking permit, customers are also emailed customized routing instructions that direct them to their selected parking lot. These directions are more than simple point to point directions as they take into account the traffic management plan built for downtown Detroit during the busy public show days. The directions help promote proper traffic flow and get customers to their location around street closures in the most efficient route possible.

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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