

## **Honk Launches Mobile Parking in Welland Ontario**

*Motorists in the City of Welland can now find, reserve and pay for parking with Honk, the Innovative App  
Transforming Parking across North America*

**Welland, ON, April 3rd, 2018** – Today, HonkMobile and the City of Welland announced the launch of HonkMobile, North America’s fastest and most convenient way to find, reserve and pay for parking. Frank Campion, Mayor of the City of Welland was joined by Michael Back, Founder and CEO of HonkMobile in the lobby of City Hall to officially launch mobile services for all on-street and off-street municipal parking. The launch in Welland marks Honk’s 10th city expansion in Southern Ontario which is part of a massive growth plan driven by demand from municipalities for innovative and efficient solutions for convenient parking.

Motorists in Welland can sign up for a free Honk account to search, pay for, and top up parking directly from their smartphone, tablet or computer. Honk takes away the need to carry and fumble with coin - giving users the ability to pay with their credit card, Apple Pay, Masterpass, PayPal, or Visa Debit. No paper slip goes in the car windshield - parking enforcement officers receive all paid license plates for proof of payment. Users simply click, pay, and walk away.

Adding to the convenience, the Honk app notifies users 15 minutes before their parking is set to expire, allowing them to buy additional time remotely and eliminating the need to rush back to feed the meter.

“We’re absolutely thrilled to bring our services to motorists in Welland,” said Honk Founder and CEO Michael Back. “Over the last 6 months, user adoption of Honk in the neighbouring markets of Niagara Falls, St. Catharines and Oakville has grown by nearly 150%. We know there is large demand for Honk in Welland and we’re excited to offer drivers in Southern Ontario one seamless parking app that can be used across multiple municipalities. The launch of our modernized, affordable parking solution is a win-win for motorists and the municipality!”

Honk is on a mission to transform parking with a faster, more convenient and easier experience while helping our communities reduce congestion, pollution and wear on roads. Motorists in Welland can now ditch their coin, and be on their way faster and smarter with Honk!

### **About HonkMobile**

Honk is North America’s leading provider of both on-demand mobile payments and advance reservations for parking. Honk’s innovative cloud-based technology streamlines parking by allowing users to search, pay for, and top up parking from their mobile phone, tablet or any internet connected device.

Honk is already accepted at over 800 locations and 150,000 parking spaces across Canada and the United States. Using a single account, motorists can pay for parking anywhere Honk is accepted across North America.

The HonkMobile app can be downloaded for free on both iOS and Android at [www.honkmobile.com](http://www.honkmobile.com) or via the App Store or Google Play.

Source: HONK

For information, interview and images, please contact:

Mia Brown  
Director, Marketing  
[mia@honkmobile.com](mailto:mia@honkmobile.com)  
416.788.7555