Siemens Canada hosts Burlington Mayor Rick Goldring to mark first Ontario municipality installation of Siemens’ Parking Solutions
Burlington, Ontario, March 14, 2011

Delivery of Siemens’ Prisma Pay and Display Machines provides foothold in the GTHA for Intelligent Transportation Solutions portfolio.

Burlington, Ontario – Siemens Canada proudly welcomed Burlington Mayor Rick Goldring to the company’s office on Appleby Line in February 2011. The visit coincided with the fulfillment of Siemens’ first Ontario municipality installation of its Pay and Display Machines (PDM) in Burlington.

Mayor Goldring was invited by Siemens Canada CEO Roland Aurich, as well as the vice presidents of Siemens’ Industry and Energy Sectors, for an afternoon session aimed at promoting communication and strategic understanding between the municipal government and Siemens.

Mayor Goldring and Aurich braved the winter weather to inaugurate a demo solar powered PDM outside Siemens’ Burlington operation, representative of the contract that was officially signed and commissioned in late 2010.

“We were honoured to host Mayor Goldring, to strengthen our relationship and to introduce him to the wide range of sustainable solutions for cities that Siemens has to offer. This milestone contract for PDMs will without a doubt benefit the City of Burlington and we look forward to working with city planners on future projects and partnerships,” said Aurich.

The deal involves the installation of 13 Siemens PDMs at the Waterfront parkade on Locust Street in downtown Burlington, the city’s largest parkade, accommodating more than 300 vehicles. Twelve PDMs (two per floor) have replaced “pay-on-foot” barrier gate systems, thereby greatly improving accessibility and attractiveness of the waterfront and downtown area as well as reducing maintenance costs. Additionally, one solar powered PDM has been installed on the nearby Brock Ave. N. surface lot.

“The ease of use for drivers with respect to the new Siemens machines will help Burlington further improve its image as a visitor-friendly city,” says Mayor Goldring. “And that will only translate into an increasing number of visitors and a stronger local economy.”

The PDMs are sold and maintained in Canada solely by Aparc Systems, a Siemens distributor with local headquarters in Oakville. President & CEO of Aparc Systems, Robert Zikia says, “We are proud to partner with Siemens throughout North America and to be able to include the Siemens Prisma Parking Pay Stations as the cornerstone of our fully-integrated on-street parking solution.”

Marco Jungbeker, Vice President, Siemens Mobility Division, is confident that the contract with the City of Burlington is just the beginning of opportunities for Siemens’ Parking Solutions. “This is a great opportunity for Siemens to work with municipal government to provide the latest, reliable technology,” says Jungbeker. “Our pay station systems are already being deployed in cities throughout Canada including Vancouver, Edmonton and Regina and we’re positive that we offer the most innovative, secure, convenient and environmentally friendly PDM parking solutions that are also the best economic value for Canadian cities.”

The machines are built in Germany, but Siemens Canada is examining the possibility of assembling them in Canada.

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