



Worldwide news

05
JULY
2017

ALD automotive trusts parkbob for the parking optimization in urban areas!

Effervescence, challenges and cohesion are the key words that characterize this first edition of the ALD Automotive Startup Challenge ! This competition dedicated to startups is part of the ALD Automotive's open innovation strategy. With the theme of urban parking, many were startups to present their ideas ! After having reached every level of the competition, only 5 of the 63 competing startups could access the final of June 30th.

After having brilliantly pitched their projects to the members of the jury, only one startup has stood out of the competition.

The challenge launched by ALD Automotive with the Startup Challenge was to offer a digital product or service based on the "Digital Parking" theme. The objective was to optimize the driving experience with all the parking issues in urban areas through digital tools. The 63 entrepreneurs that answered the call for this international competition were evaluated according to specific criteria (coherence with the theme, innovation, technical feasibility, economical benefit of the project).

[Click to read the PR](#)

