



Propark announces plans to unveil new "Garage Cab" service.

A leader in parking service amenities, Propark America adds another unique and dynamic service for its patrons.

Cambridge, MA ([PRWEB](#)) July 3, 2004 -- Propark America has announced plans to introduce an authentic London cab, which has been dubbed the "Garage Cab", at the Charles Hotel Garage. The garage is located underneath the stylish Charles Hotel, which sits in the heart of Harvard Square.

"With the inadequacies of restaurant parking around Harvard Square, Propark decided to incorporate a service that would provide round trip transportation for our patrons," said John Schmid, Propark America president. "Our customers will receive discounted parking and free, elegant curbside drop-off to any participating restaurant in the vicinity."

Propark is no stranger to fresh innovations. The company is renowned for providing unique parker amenities to the business. The "Books on Wheels" lending library, the auto club styled "Friendly Assistance" program and "Garage Giveaway" contests have earned high praise from consumers and have forced other parking management companies to implement new strategies in order to compete. The "Garage Cab" compliments the authentic British double-decker shuttle bus that Propark already uses for special events at the Charles Hotel.

"In conjunction with this program, we will be implementing a promotional strategy to help introduce the Garage Cab to the local clientele," hinted Patrick Boeshans, the Vice-president of Marketing. "Every one hundredth parker will receive a gift certificate to a participating restaurant and we have very special plans for every one thousandth parker."

Propark is one of the nation's leading parking companies, providing full and limited service parking solutions for office buildings, retail centers, airports, medical centers, universities, municipal facilities, residential buildings and hotels.

Headquartered in Hartford, Connecticut, Propark operates more than 150 locations in convenient markets across the United States, including New York, Washington D.C., Boston, Cambridge, San Francisco, Oakland, Palo Alto, Hartford, Stamford and New Haven.

For more information visit www.harvardsquareparking.com or www.propark.com



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