

Skyline Parking system at Aston Martin St. Gallen in operation for six months.

This interview with Dr. med. Andreas Baenziger reveals his initial impressions and experiences with this groundbreaking parking system.

What exactly does the new flagship store that opened in April 2016 in Niederwil (St. Gallen) constitute?

The idea was not to just create a standard car garage, but rather an immersive experience for our customers. Great emphasis was placed on the customer experience being a lot more than just a car purchase. Every time a vehicle is inspected or delivered, it becomes an event (if the customer so desires). Our almost futuristic, high-quality feel quite simply makes us a place to be!

Why did you choose to integrate an automated parking system? What added value do you think a Skyline APS system offers?

Our primary objectives were undoubtedly to increase process efficiency at the new location and to create a truly immersive experience. The space-saving automated parking system was a very good fit for this innovative and exclusive overall concept. In addition, it offers the highest possible security in the least amount of space and a clean environment for the unique luxury and sports vehicles. The extra customer support provided for securely storing and servicing vehicles enhances customer loyalty and business opportunity.

Why did you choose the company Skyline Parking?

When making the decision, we were particularly impressed by the flexibility of the Skyline technology. Similarly, the team's fast response time, ability to meet our specific requirements and expertise contributed towards our decision to ultimately go with Skyline Parking. However, the value for money we were offered for this innovative technology shouldn't be disregarded as insignificant either.

What do your customers have to say about the automated car store?

Our customers think that the Skyline 'Car Safe' is incredibly innovative. Sceptics quickly forget their reservations when they see with their own eyes how smoothly and quickly this system works.

How are your general experiences with Skyline Parking and the Skyline APS after six months in operation?

The system fulfils exactly what we had hoped for. In the event of start-up failure, mostly requiring fine adjustments, Skyline Parking has responded promptly. For the last six months, our luxury class of sports cars have been secure and very well taken care of in the Skyline 'Car Safe' and will continue to be in the future.



*Dr. med. Andreas Baenziger, one of the two owners
of the Aston Martin dealership in St. Gallen*