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## Highlights

- Geert has been leading the rollout of Dip&Go, a service that brings hassle-free payments to car park users in countries across Europe.
- Q-Park is the second largest car parks company in Europe, with more than 5,800 parking facilities.
- The system will be implemented at all Q-Park locations in The Netherlands, including parking sites at railway stations.

## Meet the Innovators: Geert Brisart



Story contact: [Roels, Isabelle](#) on: 4/7/2014

Geert Brisart, Business Development Western Europe (right), has been leading the rollout of Dip&Go. The service brings hassle-free payments to car park users in countries across Europe.

### MC Central: Can you explain what Dip&Go is and how it works?

**GB:** Dip&Go uses MasterCard technology to enable consumers to pay for parking up to a cost of 50 euros, without leaving their car. They simply use their Maestro debit card or MasterCard card at the entry and exit barriers with no need to enter a pin code. The service has been introduced at six Q-Park car parks in The Netherlands. There will be a full roll out in the Netherlands this year, and it will be introduced to Belgium, Ireland, the UK and Germany.



### MC Central: How did the partnership with Q-Park come about?

**GB:** Q-Park is the second largest car parks company in Europe, with more than 5,800 parking facilities in Belgium, The Netherlands, France, Germany, Sweden, Denmark, Norway, Finland, Ireland and the UK. When our partnership began in 2012, they were looking for a convenient checkout solution adapted to their specific operational needs; it needed to work internationally and reduce the cost of cash transactions, which counted for 85 percent of all payments at their sites. This partnership maximizes MasterCard's innovative technology and Q-Park's expertise to reduce terminal and acquiring complexity.

### MC Central: What role did MasterCard play?

**GB:** We acted as a facilitator, tailor making our products to Q-Park's needs and ensuring that banks in the respective countries would comply with our newly introduced rules. We advised Q-Park in their search for a future-proof technology, with MasterCard innovation at the heart. Lastly, we directed Q-Park towards a centrally acquired, international solution that would ensure processing revenues for our company.

### MC Central: Who has been working on it?

**GB:** The initiative was driven by both Product and Business Development, Western Europe, along with the continuous support of a cross-functional team including Product/Customer Delivery, Product, Marketing and Communications.

### MC Central: What other opportunities does this open up for MasterCard?

**GB:** The system will be implemented at all Q-Park locations in The Netherlands, including the parking sites at railway stations. As the terminals at the car park barriers include contactless technology, we expect to introduce contactless payments in the near future. The next step in this innovative partnership is to look at a solution that would allow customers to reserve and pay for your parking spaces remotely, as part of their shopping journey.

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