Headline: Hyundai introduces in-vehicle pay service

Deckhead: Automaker partners with Parkopedia to alleviate stress

Hyundai Motor America recently introduced Hyundai Pay, a service that brings in-vehicle to customers. The system allows customers to find and pay for things with their vehicle’s touchscreen by using securely stored credit card information.

Hyundai partnered with Parkopedia to launch Hyundai Pay’s first service, a parking-payment system. The system enables U.S. drivers to locate, reserve and pay for parking at 6,000 locations – all from inside their vehicles following an initial set-up.

Hyundai Pay began with the 2024 Hyundai Kona. An addition nine Hyundai models will get the new system via model-year changes or over-the-air updates and include Parkopedia parking-payment services. Soon, the platform will have additional features and electric vehicle-related use cases.

Platform highlights include:

* Offering customers features via the vehicle’s touchscreen and the Bluelink connected car system to enhance the driving experience.
* The scalable in-car payments system including other uses and selected scenarios that are part of daily drives and longer trips.
* Offering this level of convenience is part of Hyundai’s ongoing effort to create best-in-class digital-ownership experiences.
* Offering easy-to-use payment options as part of the navigation will simplify the driving experience.
* Keeping payments secure by using tokenization (replace card-account details with a unique-digital identifier or token that keeps data from being compromised.

“Hyundai Pay is the latest example of our continuous advancements in smart mobility and software-defined vehicles,” said Olabisi Boyle, vice president, product planning and mobility strategy, Hyundai Motor North America. “With Hyundai Pay’s scalable e-commerce platform, we can elevate customer convenience and extend their digital reach by making every day needs – like finding and paying for parking – easier, swifter and safer via our connected-car, integrated-cockpit and secure-transaction technology.”

Hyundai provides a convenient and seamless parking experience for drivers through the integration of Parkopedia’s Payment Platform. It removes the stress of finding and paying for off-street garage parking by using on-street curbside services to be provided in a future update.

Drivers also can access the Hyundai Pay system through the automaker’s Bluelink connected-car services app. This provides a seamless connected service whether drivers are at home or on-the-go, with the app enabling drivers to view, book and retrieve past parking sessions for future journeys.

The new service helps to address the stress experienced by many drivers when searching for parking, with 94% facing difficulties to locate parking – including 18% who encounter issues finding a space on every parking search, according to Parkopedia’s 2023 Global Driver Survey.

There also is a significant demand amongst American drivers for being able to find parking while inside their vehicles, with 58% wanting to be able to search for parking through their vehicle and 68% wanting to pay for parking through their in-car media system.

“American motorists report significant challenges in finding parking and a distinct desire for in-car parking services, with U.S. Hyundai drivers showing a particular interest in accessing parking information through their vehicles,” said Hans Puvogel, chief operating officer at Parkopedia. “We are proud to be the first in-car commerce service to launch on the future-proof Hyundai Pay platform, which shows significant faith in the auto-grade quality of our services from one of the leading automakers. We look forward to additional models and vehicle services going live in the future.”

Cutline: PARK PLACE – Hyundai and Parkopedia teamed together to make finding a parking spot less stressful. Image: NewsPress USA.