



# The Oversized Opportunity:

## Capturing Lost Revenue from Large Vehicles in Off-Airport Parking



# Executive Summary



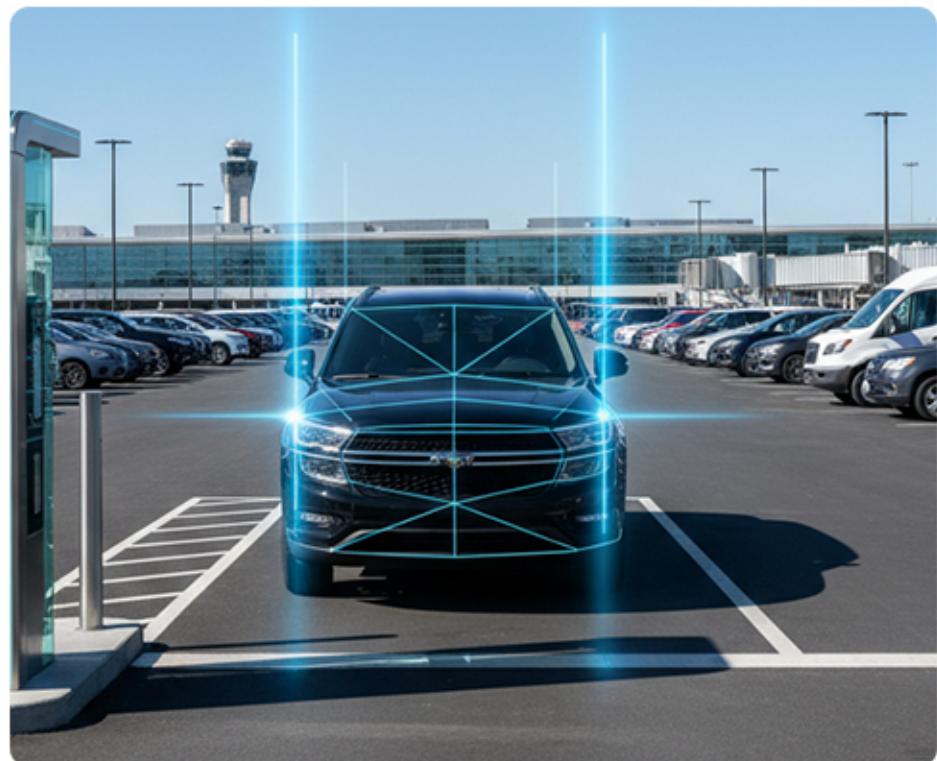
The off-airport parking sector, including independent commercial lots and hotel park-and-fly services, is systematically under-monetizing a growing segment of its inventory: oversized vehicles. SUVs, large trucks, and vans consistently occupy more space and increase operational friction, yet they are often charged the same standard rate as a compact sedan. This practice represents a significant missed revenue opportunity and an inefficient use of premium parking assets.

A specialized platform, such as the one offered by KodaCars, can solve this problem by leveraging its digital self-check-in and data-capture capabilities to seamlessly and accurately implement **a mandatory oversized vehicle surcharge**, turning overlooked square footage into a source of increased revenues.

# 1

## The Financial and Logistical Cost of Oversized Vehicles

The rise of large SUVs and pickup trucks has fundamentally changed the utilization dynamics of standard parking spaces. When a vehicle exceeds the size standard for a typical parking space, it imposes additional costs on the operator:



## **Inefficient Space Consumption:**

An oversized vehicle frequently encroaches upon adjacent spaces, effectively rendering two spaces partially unusable and reducing overall lot capacity. This directly lowers the parking facility's maximum revenue potential.

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## **Increased Liability and Damage Risk:**

Larger vehicles are more difficult to maneuver in standard aisles and spaces, leading to a higher incidence of minor collisions, scuffs, and door dings. This increases operator liability exposure and raises insurance premiums.

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## **Operational Friction:**

On-site staff often must manually direct oversized vehicles to designated areas (which are typically limited) or attempt to manage improper parking, adding to labor overhead and administrative complexity.

# 2

## The Missing Revenue Opportunity: Inconsistent Pricing

Currently, most off-airport parking reservations are priced solely on duration, failing to account for the actual footprint consumed. This is a crucial gap in revenue optimization:



<b>Vehicle Type</b>	<b>Space Consumed</b>	<b>Operational Impact</b>	<b>Current Pricing Model</b>
Standard Sedan/ Crossover	1.0 Space	Minimal	Standard Daily Rate
Oversized (Large SUV, Truck, Van)	1.2 – 1.5 Spaces	High Friction, High Risk	Standard Daily Rate (Revenue Leakage)

By implementing a surcharge, operators can recoup the cost of lost capacity and increased risk. Dedicated airport parking operators frequently implement such fees, and the off-airport industry must adopt this best practice to remain competitive and profitable.

# 3

## The KodaCars Solution: Automated Oversized Vehicle Capture

The key challenge in implementing a surcharge manually is enforcement—staff members are often reluctant or unable to police vehicle sizes effectively, leading to confrontation and inconsistency. KodaCars' digital self-check-in platform removes this friction and guarantees revenue capture.



# The Digital Upcharge Workflow:



## Pre-Booking Warning & Disclosure:

At the time of online reservation, the operator's website clearly warns the customer of the "Oversized Vehicle Policy" and the applicable daily surcharge.



## Customer-Input Data Validation:

During the KodaCars Mobile Verification step (Section 3 of the main document), the customer is required to input their vehicle's make, model, and year.



## Real-Time Data Match:

The KodaCars system leverages a database to automatically classify the vehicle's standard dimensions. If the dimensions exceed the predefined threshold (e.g., length, height, or width), the system instantly flags it as Oversized.



## Mandatory Digital Surcharge Acceptance:

Before the customer can digitally sign the parking waivers and complete check-in (Section 3), the system presents the mandatory daily surcharge (e.g., an additional \$5.00 - \$10.00 per day) and requires explicit digital acceptance and payment or payment authorization.



### Data Integrity as Legal Defense:

By having the customer personally input and verify the vehicle details, the system establishes self-attested data accuracy, which serves as an irrefutable record to justify the surcharge and defend against disputes.

## Strategic Benefits of the Automated Upcharge:

Benefit Category	Impact of KodaCars Digital Surcharge
Revenue Optimization	<b>Guaranteed Revenue Capture.</b> Converts a manual, inconsistent process into a mandatory digital payment, adding a high-margin, scalable revenue stream.
Operational Efficiency	<b>No Staff Conflict.</b> The customer processes the surcharge themselves on their mobile device before arrival, eliminating stressful counter arguments and reducing staff administrative overhead.
Space Management	The collected vehicle data allows the operator to analyze the cost and volume of oversized traffic, enabling informed future decisions on lot redesign or dedicated oversized pricing tiers.
Fairness & Consistency	Ensures that all customers driving larger vehicles contribute fairly to the facility's cost of accommodating their extra space, eliminating the subsidized parking currently enjoyed by this segment.

# Conclusion: Transforming Square Footage into Profit

The failure to charge appropriately for oversized vehicles is a consistent leakage point for off-airport and hotel parking facilities. The investment in a digital self-check-in platform like KodaCars does more than just streamline arrivals; it converts previously lost square footage into a sustainable, high-margin revenue. By implementing an automated oversized vehicle surcharge, operators can realize an immediate and measurable uplift in daily parking revenue, securing a competitive advantage in a highly competitive market.

**For more information on how to increase parking space revenues, please contact**

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