



Company profile 2026

Parking today for a smarter tomorrow.

Genuine designs, supplies, implements and operates smart parking and mobility systems across Saudi Arabia, for hospitals, malls, airports, events and everything in between.



Integrated parking, technology and mobility.

Genuine provides integrated solutions in smart parking, technology, operations and mobility services. We design, supply, implement and operate parking systems that enhance efficiency, improve user experience and create long-term value for asset owners.



Our vision

To be a leading partner in developing smart parking and mobility ecosystems.



Our mission

Transforming traditional parking spaces into intelligent assets that deliver operational efficiency and investment value.

At a glance

Headquarters **Jeddah, Saudi Arabia**

Commercial registration **4030541237**

Active in **Makkah, Jeddah, Riyadh**

Technology partners **Orbility · BEA · Centurion**

Operations practice **ISO 41001:2018**

Our services overview

Smart parking, end to end

A comprehensive range of smart parking solutions, operations, mobility services and infrastructure development.



Parking management software

A powerful and user-friendly platform to manage operations, monitor performance and provide real-time insights across all parking facilities.



Smart parking solutions

Advanced parking solutions that enhance efficiency, improve user experience and optimize space utilization.

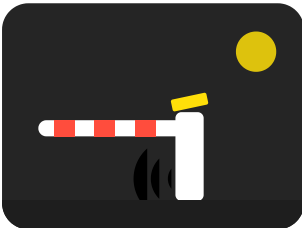
The technology at the lane



Parking management systems

Ticketed and ticketless entry and exit, pay stations, licence plate recognition and central management software for car parks of any size.

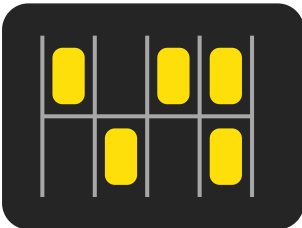
Orbility



Gate barriers and access control

High-duty boom barriers, solar-powered barriers for sites without mains power, and vehicle detection radar that keeps lanes safe and moving.

BEA · Centurion



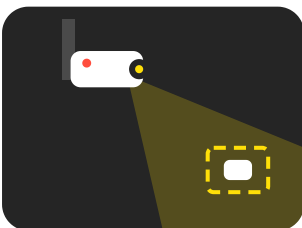
Parking operations

We staff and run car parks for our clients, handling attendants, revenue collection, reporting and maintenance under one contract.



Yard and ground services

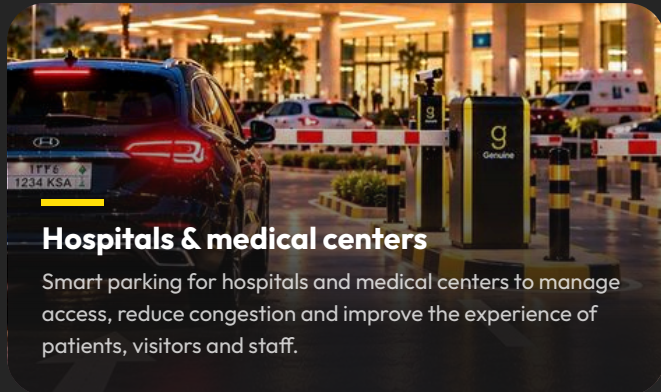
Truck marshalling, dispatch, cleaning, utilities, generators and facility maintenance for large operational sites, delivered to ISO 41001 practice.



CCTV, AI analytics and IoT

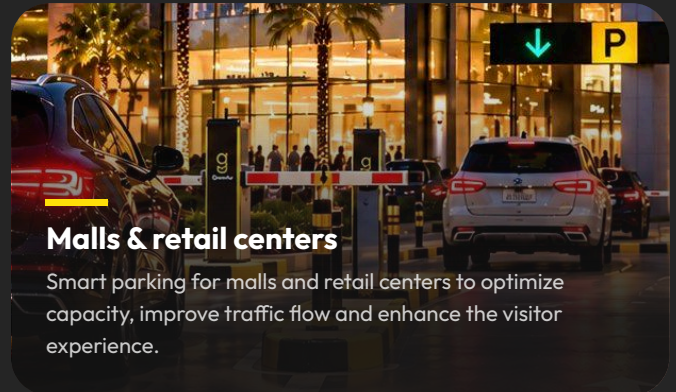
Camera coverage, AI video analytics and connected gate controllers that let operators see and manage every lane remotely.

Parking solutions for every kind of site



Hospitals & medical centers

Smart parking for hospitals and medical centers to manage access, reduce congestion and improve the experience of patients, visitors and staff.



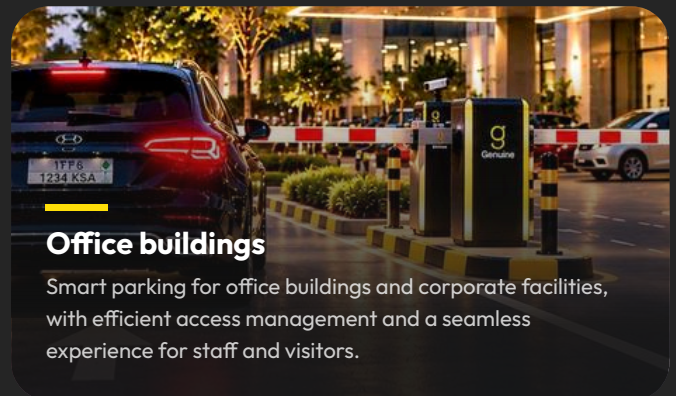
Malls & retail centers

Smart parking for malls and retail centers to optimize capacity, improve traffic flow and enhance the visitor experience.



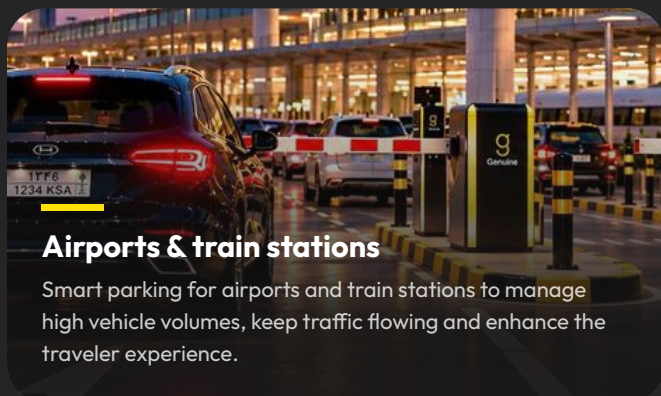
Hypermarkets

Smart parking for hypermarkets to manage high vehicle volumes, improve traffic flow and enhance the shopper experience.



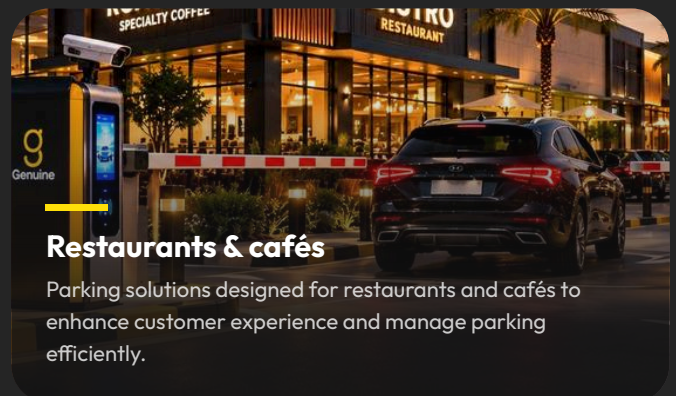
Office buildings

Smart parking for office buildings and corporate facilities, with efficient access management and a seamless experience for staff and visitors.



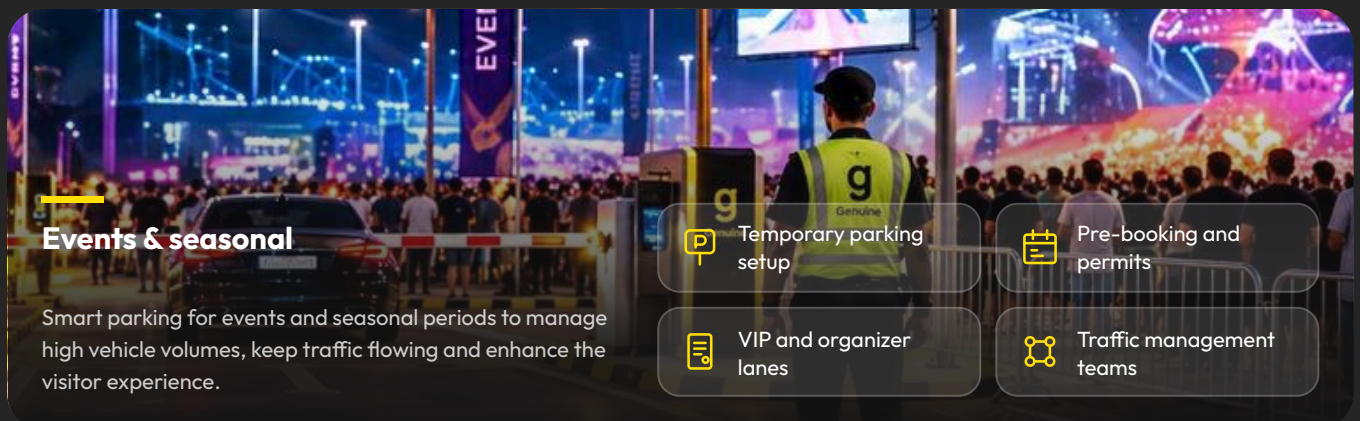
Airports & train stations

Smart parking for airports and train stations to manage high vehicle volumes, keep traffic flowing and enhance the traveler experience.



Restaurants & cafés

Parking solutions designed for restaurants and cafés to enhance customer experience and manage parking efficiently.



Events & seasonal

Smart parking for events and seasonal periods to manage high vehicle volumes, keep traffic flowing and enhance the visitor experience.

- Temporary parking setup
- Pre-booking and permits
- VIP and organizer lanes
- Traffic management teams

Mobility services

Moving people, not just cars



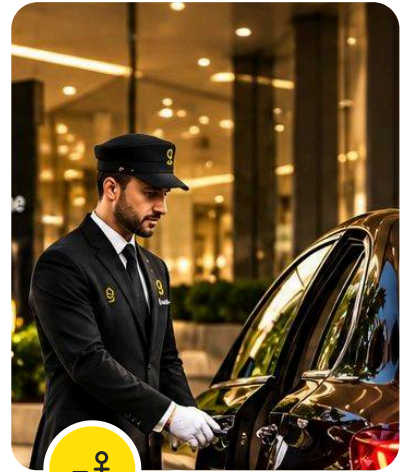
Shuttle bus services

Scheduled shuttles between car parks, terminals and entrances.



Golf cart mobility

Short rides across large campuses, hospitals and event sites.



Valet parking services

Trained valet teams for hotels, restaurants, malls and VIP events.

Additional services



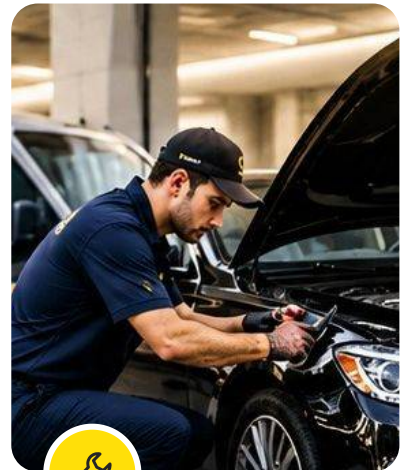
Parking violations management

Handheld enforcement devices to issue and track parking violations.



Mobile car wash

Car washing on site while the vehicle is parked.



Mobile maintenance

Light vehicle servicing carried out in the car park.

Infrastructure development

We build the site, not just the system

From civil works to EV charging, we prepare everything the parking system stands on.



Civil works



Road markings



Lighting



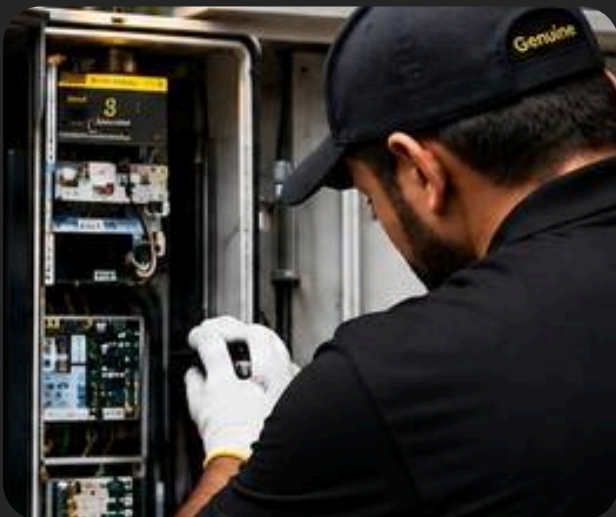
Signage



EV charging

Operations & support

Operations, maintenance & technical support



Preventive maintenance



Remote support



On-site service



SLA contracts

Investment

Investment & long-term partnerships

Flexible commercial models for asset owners who want smart parking without a large upfront cost.



Revenue sharing models



Long-term concessions



Asset development programs



System supply & leasing



Build, operate & transfer (BOT)

Why Genuine?

Five reasons owners choose us



Integrated solutions

Systems, operations and mobility services from one team under one contract.



Customized solutions

Every site is designed lane by lane around its traffic, users and revenue model.



Operational efficiency

Automation and live reporting that cut queues, revenue leakage and running costs.



Technology integration

Hardware, software, cameras and payments brought together on one platform.



Long-term partnership

Revenue sharing, concessions and SLAs that keep us accountable for years.

Where Genuine is at work



Makkah

1

Clock Tower



Jeddah

6

Jeddah Islamic Port

Al Balad

King Fahad Armed Forces Hospital

IMC Clinic

Atelier La Vie

La Paz



Riyadh

3

STC Square

Crowne Plaza RDC

Wonder Garden, Riyadh Season

Featured project

Jeddah Islamic Port truck marshalling yard

As main contractor, Genuine runs ground services at the port's truck marshalling yard: staging and dispatching trucks through the gates, and keeping utilities, security systems and facilities running around the clock.

Role

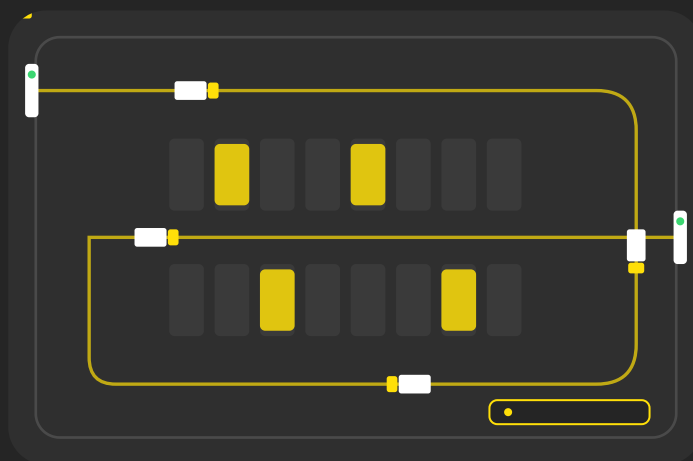
Main contractor, ground services

Scope

Marshalling and dispatch, facility services, CCTV and gate systems

Standard

ISO 41001:2018



Trusted by leading Saudi organisations



Technology partners

Orbility

France. Parking management

BEA

Belgium. Vehicle detection radar

Centurion

South Africa. Solar barriers

How a project runs



01 Site survey

We walk the site, count lanes and traffic, and note power, network and civil constraints.



02 Design and quote

You get a lane-by-lane design with equipment, software and a clear price.



03 Supply and install

Our engineers install, configure and test every lane before handover.



04 Operate and maintain

We keep it running with preventive maintenance, spare stock and, if you want, full operations.



Tell us about your site

Send the location, number of entry and exit lanes and what you need. We'll come back with a survey date.

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