

EXCLUSIVE REPORTS

[Phoenix](#) > [Print Edition](#)

Friday, November 6, 2009

The Insider

Airport parking provider changes its spots for ASU

Phoenix Business Journal

[Print](#) [Email](#) [Reprints](#) [RSS Feeds](#) [LinkedIn](#) [Share](#) [Comments](#)

Other Matching Articles for
**"arizona business journal
the parking spot"**

[Business leaders discuss doing their part](#) [04/21/1997]

[Q&A: Retail Leasing Roundtable](#)
[08/07/2009]

[Best Places to Work](#) [12/11/2008]

[> More Search Results](#)

What's maroon and gold with spots all over?

Give up? It's shuttle buses decked out in Arizona State University colors.

In a new marketing partnership with ASU, the Parking Spot is changing its highly visible yellow and black spots to ASU's color scheme on two of its shuttle buses that run between Phoenix Sky Harbor International Airport and the company's off-site airport parking lot.

No money was involved in the trade deal. **The Parking Spot** is getting in-stadium signage in exchange for ASU's brand exposure.