

HERE brings AI-powered route intelligence to fleet operations at IAA Transportation 2026

HERE will spotlight how an AI reasoning layer, driver feedback loops and transport routing agents help transportation teams move from planning to execution

September 10, 2026

Hannover, Germany – [HERE Technologies](#), the world's leading mapping and location data company, today announced it will showcase AI-powered route optimization and decision-support capabilities at IAA TRANSPORTATION 2026, demonstrating how location intelligence can help transportation teams adapt faster when plans meet real-world conditions.

HERE is focused on helping fleets and logistics providers solve a practical challenge: routes planned early in the morning can be disrupted within hours by traffic, driver availability, carrier disruptions, last-minute order changes and other unexpected events.

At IAA TRANSPORTATION 2026 in Hannover, Germany, HERE will demonstrate how AI reasoning, commercial vehicle routing, last meter delivery guidance and transportation-specific AI agents can help organizations adapt faster when plans meet real-world conditions.

HERE is advancing route optimization beyond static planning by connecting three capabilities:

- A time and constraint-dependent route solver that accounts for changing conditions
- Last meter delivery guidance that captures real-world driver and delivery feedback
- An AI reasoning layer designed to explain route optimization decisions, surface actionable adjustments for dispatch teams and support continuous improvement over time.

In addition, HERE will demonstrate an AI agent tasked with identifying and explaining the safest, most compliant and productive route for heavy transport, helping dispatchers plan operations with a higher degree of confidence.

"The opportunity is not just to create a better plan, but to help transportation teams anticipate changes and know what to do next," said Bart Coppelmans, Senior Director of Product Management at HERE Technologies. "By combining commercial vehicle routing, driver feedback and location-aware AI reasoning, HERE helps fleets and logistics providers make more confident decisions from planning through execution."

This shift is becoming more urgent as cost pressure, service expectations and operational disruptions make static planning harder to rely on.

Closing the Gap Between Route Planning and Execution

Transportation providers operate in environments where conditions change constantly. Congestion, delivery density, vehicle restrictions, failed handoffs and address-level access issues can quickly make planned routes less effective once drivers are in the field.

For dispatchers, this means moving from optimization tools that simply return an answer toward systems that can explain why certain orders, routes or constraints are affected and suggest practical next steps.

For drivers, a feedback loop on what happens at the curb, loading dock or final delivery point is essential, and the recently announced [HERE Last Meter Guidance](#) gives organizations clearer visibility into recurring access issues and execution patterns that can improve future planning and delivery.

Built for Global Transportation Operations

Whether supporting multinational fleets, regional distribution networks or global supply chains, organizations need consistent commercial vehicle intelligence across markets.

HERE provides global commercial vehicle coverage in more than 90 countries across major logistics corridors. Its API routes trucks about 225 billion kilometers per month and is trusted by leading transport management systems. This helps organizations operate on a consistent location foundation while adapting to local regulations, vehicle restrictions and business requirements.

The platform gives customers flexibility to deploy location intelligence across business applications, data environments and AI architectures while maintaining control of operational data.

Industry Leaders to Discuss the Future of Truck Mobility

HERE will host an Industry Stage session titled "From Data to Decisions: How Location Intelligence Is Transforming Truck Mobility" on September 15 from 16:00 to 16:45.

Confirmed participants include:

- Bart Coppelmans, HERE Technologies
- Sowmya Gopal, HERE Technologies
- Andreas Josko, Daimler Truck
- Niclas Gyllenram, AiDEN Auto
- Ryan Wiggin, ABI Research (Moderator)

The discussion will explore how commercial vehicle manufacturers, technology providers and fleet operators are using location intelligence, connected vehicle technologies and AI to improve efficiency, support electrification and deliver smarter transportation services.

In addition, HERE will join WirelessCar for a Main Stage session titled "Connected Trucks Meet AI: Developing Smarter Logistics Processes" on September 16 from 10:30 to 11:00.

The speakers for this session are:

- Marvin Ruf, HERE Technologies
- Niklas Florén, WirelessCar

This session explores how the combination of connected vehicle data, location intelligence, and AI helps fleet operators anticipate disruptions, optimize operations, and turn real-time insights into faster, smarter decisions.

Visit HERE at IAA TRANSPORTATION 2026

Visitors to the HERE booth in Hall 13 will see demonstrations of commercial vehicle operations, fleet optimization, shipment visibility, transportation intelligence and next-generation logistics workflows, including how AI can support route decisions when operating conditions change.

HERE experts will be available throughout the event to discuss how location intelligence can help transportation organizations improve efficiency, resilience and operational performance across global networks.

For more information, visit the HERE booth in Hall 13 at IAA TRANSPORTATION 2026 or contact the HERE media relations team (press@here.com).

About HERE Technologies

HERE is the global leader in mapping and location technology. For over 40 years, we've been powering innovation for the world's most recognizable companies: from launching our first digital map in 1985, to shaping the future of software-defined vehicles today. With the industry's freshest and richest unified map and a portfolio of products, services and solutions that serve the needs of multiple industries, HERE reveals opportunities that drive progress and unlock new possibilities for every moving vehicle. Discover more at here.com.