



Press release 1/2

HERE powers majority of new cars unveiled at Paris Motor Show

02. Oct 2014

Paris, France

As the Paris Motor Show gets underway this week, carmakers from around the world are launching a number of new makes and models most of which have one thing in common - they have in-dash navigation powered by HERE, a leader in location and mapping.

HERE is in more than 50 of an estimated 62* new car models being presented at the Paris Motor Show this year. One of the reasons carmakers choose HERE is that we have - and continue to develop - the best digital map of the world. The HERE map is of truly automotive grade quality, meaning that it is fresh, accurate and reliable.

HERE is also mapping to an incredible level of detail and precision, which we believe is necessary as cars become increasingly connected, and driving increasingly automated, during the next few years. As the only dedicated location company with global reach in the market today, HERE is developing powerful services to support multiple global automotive partners in that evolution.

Today, for example, HERE is providing: over-the-air map updates to keep in-car navigation always fresh; local search capabilities to find the nearest parking garages, gas stations, restaurants and other places drivers may want to stop; real-time traffic information to help drivers beat congestion; mobile applications that connect seamlessly to in car systems and offline capabilities so that routing and other services work even when cars aren't connected.

"We are proud of the work we are doing together with automakers to boost in-car innovation," said Bruno Bourguet, Senior Vice President of Sales and Business Development at HERE. "As cars get increasingly connected, carmakers not only leverage the world's most precise map data that we collect, but also our location cloud, providing always fresh and seamless navigation experiences inside and outside of the car."

To learn more about how HERE is helping car makers drive innovation please visit us at the Paris Motor Show at Pavilion 3, Booth 240 or please visit: <http://360.here.com>.



Press release 2/2

*Note: HERE is present in more than 50 of the estimated total of approximately 62 new commercially-available and concept cars - from around 25 marques - being showcased in Paris. The estimated total of 62 excludes models without in-dash navigation. Today, our maps are in more than 50 million cars around the world. In the first half of 2014 alone, more than 6 million cars globally shipped with HERE on board, including models from BMW, Daimler, FIAT-Chrysler, Ford, General Motors, Honda, Jaguar Land Rover, Nissan, Peugeot, Renault, Volkswagen and Volvo.

Media enquiries

press@here.com

About HERE

HERE, a Nokia company, is a leader in navigation, mapping and location experiences. We build high-definition (HD) maps and combine them with cloud technology to enable rich, real-time location experiences in a broad range of connected devices – from smartphones and tablets to wearables and vehicles. Leading brands including BMW, Daimler, Microsoft, Samsung and Toyota trust HERE to provide mapping services for their customers. To learn more about HERE, including our work in the areas of connected and autonomous driving, visit <http://360.here.com>.

HERE Deutschland GmbH
Invalidenstr. 116
10115 Berlin, Germany
T +49 0 30 28 873 304

HERE Deutschland GmbH
Sitz der Gesellschaft: Berlin
Amtsgericht Charlottenburg, Berlin
HRB 106443 B

Geschäftsführer:
Michael Bültmann
Robertus A. J. Houben
here.com