HERE Navigation

Highly flexible, customizable navigation application for software-defined vehicles

HERE Navigation is a fully customizable, ready-to-deploy navigation app designed for connected and software-defined vehicles (SDVs). Built on HERE's global map and service platform, it helps automakers accelerate product launches, reduce engineering complexity and deliver a navigation experience that improves continuously over the vehicle lifecycle.

Unlike traditional hardware-bound solutions, HERE Navigation operates as a service, allowing automakers to update maps, refresh the user interface (UI), introduce new features and deliver over-the-air (OTA) updates tailored to their brand and market needs.

The app offers flexibility across user experience (UX), map design, data integration and deployment models. With support for embedded in-vehicle infotainment (IVI) systems, mirrored experiences and companion apps, HERE Navigation ensures consistent experience across devices. Its open architecture enables integration of HERE data, third-party services and proprietary datasets into a connected ecosystem that can be personalized and monetized over time.

HERE Navigation is more than a navigation app; it's an OTA-driven foundation that helps automakers differentiate their cockpit, unlock new services and future-proof their strategies in an increasingly software-centric automotive landscape.

Reduce complexity and speed up deployment

→ Accelerate launch with a turnkey navigation application featuring a customizable UI, global maps and easy integration with connected services
→ Reduce engineering effort with a Software-as-a-Service (SaaS)-based, SDV-ready architecture that adapts to hardware setups and supports continuous evolution

Keep navigation fresh and dependable

→ Keep navigation continuously updated with OTA updates for maps, UI, features and service upgrades throughout the vehicle lifecycle
→ Ensure dependable guidance with a navigation environment that adapts to real-world road changes and maintains accuracy over time

Turn insights into actions

→ Manage configurations, deployments and service activations through the secure HERE Navigation Portal for centralized global control
→ Add services or deliver market-specific OTA updates to keep navigation aligned with evolving product strategies

Benefits

→ Intuitive lane level guidance with junction views and smooth transitions

→ Seamless navigation experience that that stays with the user across touchpoints

→ Confident electric vehicle (EV) driving with charge-aware routing

→ Always up-to-date maps, accurate routing and ETAs

Features

→ **Customizable UI** across trims, layouts and markets without rebuilding the core app

→ **Next-generation 3D rendering** with detailed cityscapes for clear cockpit visuals

→ **Hybrid online–offline reliability** with intelligent fallback to offline maps and routing

→ **End user feedback loop** that improves guidance by updating elements like speed limits and incidents from user input

→ **Commercial vehicle support** with tailored truck routing, restrictions and points of interest (POIs)

→ **Seamless syncing with mobile devices** for continuity across companion apps, mirrored modes and in-vehicle displays

→ **Cloud-based lifecycle configurability** for updates without modifying the in-car app

→ **Strong internationalization and localization support** for global languages, markets and regulations

→ **Flexible hardware adaptability** across various systems and SDV architectures

→ **Advanced lane-level guidance** that converges smoothly with ADAS interfaces for clearer, safer interaction in complex environments

Core navigation
Automotive-grade navigation foundation designed to scale across vehicles, regions and SDV programs.

Complete EV experience
Charge-aware routing, smart charger filtering, pricing insight, payment readiness and offline continuity for confident EV journeys.

Connected services ecosystem
A flexible platform for add-ons and partner integrations that enable differentiated experiences and new revenue streams.

Want to talk? We do, too. Get in touch here.