



HERE to power live traffic data for Audi in North America and Europe

Audi plans to switch on HERE Real-Time Traffic for its drivers. They will be the first to benefit from innovative features such as lane-level traffic conditions on arterial roads – especially useful when journeys include busy left turns and highway exit ramps

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Las Vegas, CES 2019 – HERE Technologies today announced that it has been selected by Audi as its traffic data provider for all new models sold across North America and Europe, starting in the first half of 2019.

The multi-year agreement for the [HERE Real-Time Traffic service](#) will see HERE provide Audi with traffic data in these two regions for the first time, giving drivers up-to-the-minute information about road conditions and incidents. The agreement also extends to Volkswagen Group sister brands Bentley, Bugatti, Lamborghini and Porsche.

“This is a landmark win for HERE Technologies and underscores how far we’ve advanced our traffic service in the last three years,” said Peter Kürpick, Chief Platform Officer at HERE Technologies. “Drivers will enjoy innovative features such as lane-level traffic flow and incident data as well as benefit from our sustained investment in quality. All parties competing for this contract were subjected to extensive ground truth testing of their data, and we’re delighted to have come out on top. This is fantastic momentum as we further scale our traffic service to enhance driving enjoyment for millions.”

Audi models shipping later in 2019 and beyond will benefit from several powerful new features from HERE. These will provide predictive traffic forecasts as well as information about lane closures and traffic flow for specific lanes on arterial roads, including high occupancy vehicle (HOV) lanes.

Audi plans to enable HERE Real-Time Traffic not only for new models. In North America, all Audi vehicles already on the road and equipped with an active Audi Connect® subscription will benefit from the service. In Europe, selected models already on the road will benefit.

HERE Real-Time Traffic aggregates and analyzes data from a sophisticated mix of sources, including high-quality rich vehicle sensor data from competing automotive brands. The result is best-in-class accuracy in depiction of real-world traffic conditions, and a smarter and safer driving experience.

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About HERE Technologies

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit <http://360.here.com> and www.here.com.