



## Hyundai teams up with HERE Technologies to deliver real-time traffic data and navigation solutions for drivers

*Drivers receive free map updates courtesy of Hyundai's Multimedia and Navigation Update Program*

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Chicago, IL – Drivers of select 2018 Hyundai models sold in North America will receive real-time traffic and navigation information powered by HERE Technologies, the leading provider of mapping and location services for the automotive industry.

HERE Real-Time Traffic is the first global service that aggregates sensor data emitting from the connected car fleets of multiple car brands. For drivers, the richness of this data creates more accurate and precise information about nearby road conditions, including traffic flow and incidents. Hyundai customers will receive this enhanced real-time traffic service at no additional cost.

“Our use of both proprietary and partner technologies like HERE Real-Time Traffic is vital to giving our customers the experience of Better,” said Mike O’Brien, vice president, corporate and product planning, Hyundai Motor America. “Its inclusion in Hyundai models exhibits a multi-faceted approach to improving customer experience.”

North American Hyundai models equipped with navigation head unit displays, including the 2018 Elantra GT, Sonata, Tucson and Ioniq, as well as the forthcoming Hyundai Kona, will receive the real-time traffic information.

“Real-time traffic information and fresh map data are essential tools for navigating today’s roadways,” said Alex Gordy, director of product management for traffic at HERE Technologies. “We look forward to providing Hyundai drivers this valuable information as the company continues to deliver innovative technology across all vehicle models.”

Additionally, Hyundai customers who purchase the 2018 North American models are eligible to receive free map updates. Customers can choose to receive their map update via an online download, by mail or by visiting their local Hyundai dealer.

The map updates are provided by Hyundai’s Multimedia and Navigation Update Program. The Hyundai Program is powered by HERE Technologies’ MapCare program, which to date 32 vehicle brands have joined and more than 20 million vehicles have been sold with this benefit.

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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](http://www.here.com)