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## **HERE and Honda provide customers in Canada real time traffic updates through HD Radio™ technology**

*Drivers in Canada can view comprehensive road information over HD Radio™ technology right on their vehicle's dashboard*

February 24, 2016

Chicago, Illinois – HERE, a leader in mapping and location technology, has partnered with Honda Canada Inc. and the Broadcaster Traffic Consortium (BTC) to provide the first in-vehicle HD Traffic service in Canada. Honda is the first brand to offer the service to its customers<sup>1</sup>. HERE HD Traffic allows drivers and passengers to view detailed information on local traffic conditions in real time on their vehicle's audio display screen. HERE HD Traffic will be available in most areas within the Greater Toronto and Hamilton Area, Vancouver, and Calgary, with the service expected to expand to additional Canadian markets in the future.

HD Radio™ technology operates on greater bandwidth, in contrast to the Radio Data System (RDS) standard, allowing more information to be transmitted to the vehicle display screen such as weather reports and nearby fuel price information. HERE HD Traffic enables drivers to view this dynamic information without the vehicle being connected to a wireless network.

“We are pleased to be the first automotive manufacturer to offer HD Radio technology in Canada,” said Dave Gardner, Senior Vice President of Operations, Honda Canada Inc. “We continue to add to our robust in-car technology offering like Apple CarPlay, Android Auto, and HERE Traffic Services in order to bring convenient features to Canadian consumers.”

HD Radio™ technology was created by the iBiquity Digital Corporation to transmit digital radio signals over the FM band. The BTC, comprised of twenty-two radio organizations across the United States and Canada, distributes local traffic and other map-related data via FM and HD Radio™ technology.

“HERE HD Traffic provides drivers in Canada with a valuable depth of information on current road conditions. Drivers in Canada will now for the first time receive localized traffic updates, weather forecasts and even fuel prices, through HD Radio™ technology,” said Tony Belkin, head of Traffic and Dynamic Content at HERE. “HERE HD Traffic in Canada is further evidence of our constant efforts to make driving smarter, safer and more enjoyable.”

HERE HD Traffic is available in the United States and now in Canada. It is among the suite of products within HERE Traffic Services. HERE Traffic Services are built on a highly intelligent traffic engine that incorporates advanced routing technologies, analytics, predictive services and the input of a highly trained traffic monitoring team. HERE collects and updates traffic information every 60 seconds from a broad range of sources, including billions of speed probes



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taken from cars and mobile devices every day. To learn more about our leading Traffic Services, visit this [link](#).

*<sup>1</sup> The service is available on certain 2015 and 2016 Honda models.*

**Media Enquiries:**

HERE Communications

<https://company.here.com/newsroom/contacts/press@here.com>

**About HERE**

HERE is a leader in mapping and location technology. We enable rich, real-time location applications and experiences for consumers, vehicles, enterprises and cities. HERE is backed by a consortium of leading automotive companies. To learn more about us, including our work in the areas of connected and automated driving, visit <http://360.here.com>.

**About Honda Canada**

Honda Canada Inc. was founded in 1969. It has produced more than seven million cars and trucks since 1986 at its two manufacturing facilities and builds engines at a third manufacturing plant in Alliston, Ontario. Both manufacturing facilities are extremely flexible and currently build Honda Civic and CR-V models. Honda Canada has invested more than \$3.9 billion in Canada and each year it sources nearly \$2.1 billion in goods and services from Canadian suppliers. Honda Canada has sold more than four million Honda and Acura passenger cars and light-duty trucks in Canada.