



## Motion Auto selects HERE Technologies' location platform to help deliver the future of auto insurance

December 18, 2018

Chicago – HERE Technologies, a global leader in mapping and location services, and Motion Auto, a mobile first telematics auto insurance company, today announced the integration of HERE location services across Motion's platform.

Motion Auto will embed HERE maps within their consumer mobile app, while utilizing a rich set of HERE location data and analytics to better understand driving conditions down to a road segment.

The HERE location platform provides Motion Auto with road semantic information – such as speed limits and rules of the road – along with measurements of the road surface condition and variable data such as traffic conditions. This in turn allows Motion Auto to deliver customized, contextually-aware, individual behavior and user-based insurance policies to their customers.

“From the gig economy to mobility-as-a-service to the coming age of connected and automated vehicles, auto insurance is rapidly evolving,” said Jason Bettinger, Head of Consumer Tech in Americas at HERE Technologies. “We look forward to providing Motion Auto with the location-based services needed to deliver customers the future of car insurance.”

“We reviewed several vendors and platforms to provide the depth of data we needed and HERE Technologies quickly became the obvious choice for us. As we push for much needed change in auto insurance, HERE Technologies is a vital partner to help us understand the behavior of our customers and their relationship to routes, road conditions and traffic,” said, Daniel Weisman, Co-Founder and CIO at Motion Auto.

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### About HERE Technologies

HERE, the Open Location Platform company, enables people, businesses 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 a business 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).

### About Motion Auto

Motion Auto is a vertically integrated auto insurance and technology company built from the ground up for the emerging future of transportation involving auto insurance that is a future of immense data, fluid ownership structures, and new mobility options for consumers. To learn more about Motion Auto, visit <http://www.motionauto.io>.

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