

# Miles chooses HERE Technologies to power location services for its rewards platform and app

**April 30, 2019** – [Miles](#), the world's first universal miles earnings program, has chosen [HERE Technologies](#) to help support location services on its platform. Available now on [Android](#) and [iOS](#), the Miles platform and app allows anyone with a smartphone to earn miles as they travel, redeemable for exclusive rewards with more than 75 leading brands, retailers and transportation providers across categories.

For consumers, Miles is a loyalty platform that rewards daily movement – with healthier and more eco-friendly modes of transport rewarded even further. Designed to work seamlessly in the background, the Miles app automatically logs each trip from point A to point B, along with the mode of transportation. Miles accumulate quickly and consumers soon see rewards accumulate in their app.

The Miles' predictive AI platform helps local businesses and brands, cities and transportation providers deliver value to customers by surfacing relevant rewards as they travel, such as savings on products and services from local merchants or brands online. Powered by HERE Location Services, Miles is now able to help cities, transportation providers and brands better understand the world in which their loyal customers or prospects travel.

By leveraging the Miles' predictive AI platform, local businesses and brands, cities and transportation providers can deliver value to customers by offering to meet their Near Future needs as they travel, such as when someone needs a meal, a fill-up at the gas station, or a ride. Combined with HERE Location Services, Miles is now able to deliver deeper insights to help cities, transportation providers and brands better understand travel and movement patterns in aggregate.

“Our vision at Miles is to deliver value for every mile traveled, across every mode of transportation, anywhere in the world,” said Miles CEO and co-founder Jigar Shah. “Our partnership with HERE further builds on that vision by supporting our accurate, mobility-based analytics for our city and transportation partners, all while ensuring privacy for users.”

Since its initial launch last summer, Miles has quickly built momentum with rapid adoption by consumers as well as a strong partner ecosystem – with 75 brands offering more than 120 exclusive rewards. Miles is also partnering with several cities including Sacramento and Contra Costa Transportation Authority to promote greener travel.

“We’re thrilled to partner with Miles and support their vision to deliver universal

value to people across every mode of travel,” said Herve Utheza, Head of Media, Advertising and Telco at HERE Technologies. “The app is a novel way to forge a relationship between a brand and a consumer, with rewards value continuing to grow and build a solid foundation for a feedback loop. By leveraging our location web services, Miles is expanding the mapping and insights capabilities for its platform.”

The Miles service also impacts society and helps carbon emissions reduction through its reward premium scale. Local cities can nudge and reward commuters to choose public transit or stay off highways during commute time. Carpools rideshare services (i.e. Lyft or Uber), earn a 2x miles premium, while train or public transit receive 3x the miles. Bicycle riders receive 5x miles and walking & running lovers will be rewarded at a 10x premium for their miles.

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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)

### **About Miles**

Miles is a universal rewards platform and app empowering anyone to earn miles and accrue value simply by traveling how they do every day. Whether by car (as a driver, passenger or rideshare), plane, train, subway, bus, boat, bicycle, or on foot, the Miles app effortlessly awards users’ travel - regardless of where their journey takes them. Users who choose alternate or eco-friendly forms of transportation are rewarded even further. Miles can be saved or redeemed at any time - with the value increasing every month as more merchants accept them as a form of payment. Miles is available to download for free on [iOS](#) and [Android](#) devices. To learn more about Miles, visit [www.getmiles.com](http://www.getmiles.com).