

HERE map data powers vast majority of the 34 cars launching at Paris Motor Show

29. Sept 2016

Paris – Mondial de l'Automobile 2016 – The Paris Motor Show is expected to play host to the launch of more than 30 new car models this week, and the vast majority have one thing in common: they are equipped with map data from HERE.

HERE, the Open Location Platform company, will feature in at least 25 of an anticipated 34 new production models launching at the show, demonstrating the continued trust the world's leading carmakers are placing in HERE maps and location services.

"As our strong showing at the Paris Motor Show demonstrates, the top brands continue to choose HERE," said Bruno Bourguet, SVP Sales & Business Development. "Our automotive customers look to HERE for the highest quality content in terms of map accuracy, reliability and freshness. They know their drivers won't settle for anything less."

Thanks to new innovations in its mapmaking machinery, every week HERE is able to detect, process and publish tens of millions of changes to its map data. In addition to serving the automotive industry, HERE also provides map data to leading logistics and fleet companies, technology brands, enterprises and government agencies around the world.

As a reminder to members of the media attending the Paris Motor Show, HERE will today and tomorrow be demonstrating its [new generation of real-time data services for the automotive industry](#).

Media Enquiries

HERE Communications

<http://here.com/en/company/newsroom/media-contacts>
press@here.com

About HERE

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 delivering 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>