



The Alpine A110 has HERE on board

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Geneva, Switzerland – The Alpine A110, the much-anticipated two-seater coupé unveiled at the Geneva International Motor Show this week, is fitted with a navigation system powered by map data from HERE.



“HERE is deeply proud to have been chosen to be a part of this beautiful new sports car from Alpine,” said Bruno Bourguet, SVP Sales & Business Development at HERE. “With HERE integrated into the dash, a new generation of Alpine drivers can enjoy access to high quality mapping designed specifically for driving.”

“From the start of the Alpine project, we have been very pleased to welcome HERE as a partner, not only as the mapping provider of the A110, but also as a partner to the Endurance Signatech Alpine team, who achieved great performances in competition,” said Bernard Ollivier, Deputy Managing Director, Alpine.

More information about the Alpine A110 is available at alpinecars.com.

Media enquiries

<http://here.com/en/company/newsroom/media-and-industry-analyst-contacts>

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 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

