



Mercedes-Benz selects HERE to power live traffic service for cars sold across the Americas and Asia Pacific

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Las Vegas, CES 2019 – HERE Technologies today announced that it has been selected by Daimler to provide live traffic information to its entire range of Mercedes-Benz cars. The service will be initially launched in the U.S., Puerto Rico and Canada and shall be introduced in further countries in 2019.

Drivers will get up-to-the-minute information on real-time road conditions, including incidents and construction zones. HERE Real-Time Traffic aggregates and analyzes data from a sophisticated mix of sources. Today, this also includes high-quality rich vehicle sensor data from competing automotive brands – an aspect of the company's traffic service that is unique in the market. The result is best-in-class accuracy in depiction of real-world traffic conditions, and a smarter and safer driving experience.

“Our selection by Mercedes-Benz, a brand that stands for the very best in automotive quality, demonstrates our strong performance in traffic,” said Peter Kürpick, Chief Platform Officer at HERE Technologies. “We have rapidly scaled our traffic service globally over the past 18 months and today we provide the closest thing to a live depiction of the road. I am very excited for the HERE team and our customers, and look forward to continuing the momentum we have in traffic.”

The agreement marks the first time HERE has provided its [HERE Real-Time Traffic](#) service to Mercedes-Benz in North America. The service will be available to drivers in the U.S., Puerto Rico, Canada, Mexico, Argentina, Brazil, Chile, Colombia, Peru, Venezuela, Australia, New Zealand, Indonesia, Malaysia, Philippines, Singapore and Taiwan.

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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.