



# Cabonline selects HERE as mapping and location services provider

*Cabonline, whose technology platform matches riders to drivers for more than 60,000 taxi trips every day, has switched to HERE Technologies as it targets greater fleet efficiencies and precision ETAs for customers and drivers*

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Amsterdam – Cabonline, a leading European technology platform for the transport industry, has selected HERE Technologies as its mapping and location services provider to support the company's future growth.

Cabonline is the largest taxi company in the Nordics and its technology platform powers everything from booking to dispatch to payment for multiple owned and affiliated taxi brands across the region. These include Taxi Kurir, Norgetaxi, TOPCAB, Kovanen, Taxi Skåne, Taxi Väst, Umeå Taxi and Sverigetaxi.

Cabonline is now integrating the [HERE Location Services](#) suite into its platform, giving it access to accurate mapping, traffic information and routing algorithms.

Kristofer Signer, CTO, Cabonline, said: "With HERE Technologies as our location partner, we aim to further optimize the movement of each of our 5,700 cars as well as enhance customer experience. This is an important part of our work to shape an efficient and scalable technology platform that can support our continued growth."

Supported by HERE Location Services, Cabonline targets several benefits, including:

- More precise ETAs for customers and drivers, aided by HERE routing algorithms which draw on real-time, predictive and historical traffic data
- More precise ride cost estimations for customers
- Improved driver safety, aided by industry-leading map information that integrates data for taxi driving lanes, speed limits and electric vehicle charging points
- Improved post-trip analytics

HERE is also well-placed to support Cabonline as it expands in on-demand transportation and logistics. This spring, Cabonline launched jip as a new brand in Trondheim, Norway, with a focus on attracting young professionals. The company also recently launched [Reliver](#), a service for handling return goods that e-commerce customers order but do not want to keep, enabling transporters to move packages during times when cars are not highly utilized.



“World-class transportation requires a world-class mapping platform,” said Stefan Hansen, SVP and General Manager EMEAR at HERE Technologies. “Our visibility into live road conditions, advanced routing algorithms and other location tools enable us to support Cabonline in the effective planning and execution of its daily fleet operations. We look forward to collaborating with Cabonline through the next stage of its growth.”

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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 driver to their destinations safely. To learn more about HERE, including our new generation of cloud-based platform services, visit: <http://360.here.com> and [www.here.com](http://www.here.com).

**About Cabonline**

Cabonline is the leading taxi company in the Nordic region with 2,700 connected taxi firms and approximately 5,700 vehicles in Sweden, Norway, Finland and Denmark. Cabonline contains a series of well-known brands, such as TaxiKurir, Norgestaxi, TOPCAB, Kovanen, Taxi Skåne, Taxi Väst, Umeå Taxi and Sverigetaxi. Through Cabonline, taxi firms have access to attractive customer agreements, support from industry-leading technological development and utilisation of economies of scale, efficient service and a shared infrastructure. The Group has revenue of approximately SEK 6.2 billion and performs about 60,000 journeys per day. For further information: [www.cabonline.com](http://www.cabonline.com)