



## Press Release

# HERE and Hyundai join to offer drivers across Europe the latest in mapping and navigation technology

*Owners of both new and late model Hyundai vehicles equipped with built-in navigation systems are also eligible for free map updates*

Berlin, Germany – HERE, the location cloud company, and Hyundai Motor Europe are strengthening their collaboration to ensure that every new Hyundai vehicle with built-in navigation system in Europe will come equipped with the latest map content powered by HERE. Additionally, the companies announced today an exclusive offer with Lifetime\* MapCare providing free map updates for Hyundai cars in Europe with a built-in navigation system from 2010 onwards.

“One of Hyundai Motor’s core values is caring - because we want to care for our customers by delivering the best customer service in the industry. The free lifetime map update is a great example as it is eligible for all Hyundai cars in Europe with a built-in navigation system from 2010 onwards. With the latest updates you will save time through accurate route guidance and increase comfort through latest features to enjoy the ride in your Hyundai. The update is hassle-free since your dealer can help you during the annual service. With HERE we have a strong partner delivering state of the art map software,” stated Bas Kasteel, Vice President Customer Service at Hyundai Motor Europe.

The Hyundai navigation system gives drivers accurate and fresh map data provided by HERE. Additionally, the navigation system offers drivers voice-activated turn-by-turn navigation, photorealistic 3D buildings, millions of local search points of interests, and Advanced Driver Assistance Systems features.

“Accurate and fresh map data are essentials for embedded navigation systems. HERE creates maps for a world in constant motion and we are proud to continue our long tradition of working together with Hyundai to improve the driving experience,” said Bruno Bourguet, Senior VP Sales and Business Development at HERE.

Hyundai customers are able to receive their free map updates by visiting their Hyundai dealer when doing the annual service. The map updates are provided through HERE MapCare. Launched in 2009, MapCare ensures drivers get access to up-to-date maps, and some 29 vehicle brands have since joined the program. To date, more than eight million vehicles have been sold equipped with the benefit of MapCare.

\*Lifetime MapCare™ is the commercial term of Hyundai’s subscription to MapCare™ programme by which annual map updates will be provided for the eligible Hyundai vehicles for a minimum period of ten years after the model’s end of production.

Read more on [HERE 360](#).



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## **About HERE**

HERE, the location cloud company, enables rich, real-time location applications and experiences for consumers, vehicles, enterprises and cities. HERE is backed by a consortium of leading automotive companies. To learn more about us, including our work in the areas of connected and automated driving, visit <http://360.here.com>.