



Press release 1/1

Subaru joins HERE MapCare program

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HERE announced that Subaru of America, Inc. is the latest automotive leader to join the HERE MapCare program, marketed as the Subaru Map Update Program, enabling its customers to qualify for three years of free map updates for their in-dash navigation system.

Subaru customers in the United States purchasing a 2016 model year navigation-equipped vehicle are eligible for three annual map updates following purchase. If they purchase within 60 days of a new map release, they are also entitled to that update plus three years of subsequent updates. Subaru customers can visit www.Subaru.com or go directly to <http://navigation.com/subaru> for more information or links to map updates.

HERE, which provides high quality map data for vehicles, launched MapCare in 2009 to ensure drivers get access to up-to-date maps, and some 26 vehicle brands have since joined the program. To date, more than 5 million vehicles have been sold equipped with the benefit of MapCare.

“We believe that every car should have up-to-date, accurate and reliable maps built for driving,” said Bruno Bourguet, senior vice president, Sales & Business Development, HERE. “With our MapCare program, cars on the road today can get these maps from HERE in an easy and convenient way.”

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About HERE

HERE, a Nokia company, is a leader in navigation, mapping and location experiences. We build high-definition (HD) maps and combine them with cloud technology to enable rich, real-time location experiences in a broad range of connected devices – from smartphones and tablets to wearables and vehicles. Leading brands including BMW, Daimler, Microsoft, Samsung and Toyota trust HERE to provide mapping services for their customers. To learn more about HERE, including our work in the areas of connected and autonomous driving, visit <http://360.here.com>.

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