



Press Release

HERE extends partnership with Toyota Motor Europe to offer drivers the latest map data and free map updates

Next-gen multimedia system Toyota Touch® 2 with Go powered by HERE maps will include standard three years MapCare for drivers across Europe

Berlin, Germany – HERE, the location cloud company, today announced that Toyota vehicles equipped with the new Toyota Touch® 2 with Go multimedia systems will be powered by map data from HERE.

New for 2016, the Toyota Touch® 2 with Go multimedia system, designed and built by connected technologies company HARMAN, offers drivers improved UX and connected services, and also offers free map updates for the next three years via HERE's MapCare program.

"HERE map has been selected to power our new Toyota Touch® 2 with Go system due to the richness of its digital map database. HERE is a long-standing partner which always provided quality maps in Toyota's vehicles in Europe," said Jean-Jacques Serraf, General Manager at Product Management Division in Toyota Motor Europe.

The Toyota Touch® 2 with Go system provides drivers with 2D or 3D mapping, real-time connected services and a range of apps accessed through new easy-to-use menus. Registration and connection to the My Toyota Customer Portal means that accounts can be created and applications installed directly from within your car, and MapCare updates downloaded.

Launched in 2009, HERE 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.

"As embedded navigation and multimedia systems become must-have features in vehicle ranges, the need grows for accurate and fresh map data. HERE is proud to join Toyota as we work together to make driving smarter, safer and more enjoyable," said Bruno Bourguet, Senior VP Sales and Business Development at HERE.

Read more on [HERE 360](#).

Media Enquiries:
HERE Communications
<https://company.here.com/newsroom/contacts/press@here.com>

About HERE



Press Release

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>.