



HERE powers vast majority of new car models launching at IAA Mobility

Integration of broad range of products demonstrates the continued trust carmakers place in HERE

September 6, 2021

Munich, IAA Mobility – The IAA Mobility in Munich will play host to the launch of more than 40 new car models this week. Launched by a variety of carmakers across different categories, the vast majority of these models have one thing in common: they are coming to market with HERE on board.

HERE, the leading location data and technology platform, will be part of at least 39 of an anticipated 44 new production models launching at the show. The range of HERE products used in these cars includes [maps](#) for navigation, ADAS and Intelligent Speed Assistance (ISA), services like [HERE Real-Time Traffic](#) and [HERE Hazard Warnings](#), as well as the [HERE SDK](#) for OEM companion apps.

“This strong showing at IAA Mobility demonstrates that the world’s leading carmakers trust HERE when it comes to location expertise,” said Fred Hessabi, Executive Vice President and Chief Customer Officer at HERE Technologies. “We look forward to continuing these collaborations as the industry moves towards electrification and higher levels of automation, with high-quality location technology playing a critical role on every step of the way.”

As a reminder to members of the media attending the IAA Mobility, on Sept 7 at 1pm CET, Jørgen Behrens, SVP and Chief Product Officer at HERE Technologies, will speak about the importance of location technology for achieving fully automated mobility.

Details:

Jørgen Behrens, SVP and Chief Product Officer, HERE Technologies

“Roads to fully automated mobility through location intelligence”

Where: IAA Mobility, Business Club House presented by HERE Technologies, Hall A2.A71

When: September 7, 1-1:30 pm

Media Contacts

HERE Technologies

<https://www.here.com/en/company/newsroom/media-and-industry-analyst-contacts>

About HERE Technologies

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes - from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, please visit <https://here.com> and <https://360.here.com>.