

HERE powers majority of the 54 cars launching at Frankfurt Motor Show

By **Izabela Prates** / 10h26, 10 de September de 2015

Of the dozens of new commercial cars being launched at the Frankfurt Motor Show (IAA) this year, many have one thing in common: they have in-dash map data from HERE.

HERE is in 49 of the 54* new car models being presented by more than 25 marques at the show, demonstrating the continued trust the world's leading carmakers are placing in HERE maps and location services.

"HERE prides itself on building the best maps for the vehicles of today and the future," said Aaron Dannenbring, SVP Core Map at HERE. "Our strong showing in Frankfurt and the many long-standing industry partnerships we have formed or renewed in the past couple of years indicate we are on the right path."

HERE has multi-year agreements with more than 25 of the world's leading automotive companies for the supply of maps and location services. With more than ten of these companies, HERE is also partnering on automated driving projects in which the next generation HERE HD Live Map – consisting of highly precise map data and live road activity information – is playing an integral role in enabling automated vehicle functions.

HERE was on board more than 7 million cars sold globally during the first six months of 2015.