

Media information

06.11.2022

HERE HD Live Map powers hands-free driving and routing functionalities in the new BMW 7 Series.

+++The BMW Group launches SAE Level 2+ automated driving with HERE HD Live Map+++BMW 7 Series is first vehicle to roll out SAE Level 2+ automated driving at a speed of 130 km/h in the United States and Canada+++Functionality will be extended to further models based on same technical platform+++HERE already provides the BMW 7 Series with Predictive Routing and Real-Time Traffic information+++

Munich/Amsterdam. HERE Technologies, the leading location data and technology platform, today announced that the BMW Group is utilizing the HERE HD Live Map, HERE's high-definition map to enable hands-free driving in the United States and Canada. HERE is one of the world's first companies to provide high-definition maps for Level 2+ automated driving capabilities in series production vehicles. This is the result of a long-standing collaboration between BMW and HERE on next-generation mapping capabilities.

7 Series is the first BMW series production vehicle to use HERE HD Live Map for hands-free driving

The BMW Group first introduced hands-free driving at a maximum speed of 40 mph/60 km/h in 2018. Now, the all-new BMW 7 Series is the premium automaker's first production vehicle to launch with SAE Level 2+ automated functionalities at a maximum speed of 85 mph/130 km/h. With the HERE HD Live Map on board, this function enables hands-free driving on interstates and highways, provided drivers remain focused and ready to take control. Additionally, the HERE platform provides functionality for the vehicle's navigation system to display in real-time where the SAE Level 2+ function can be activated safely. Over time, the HERE HD Live Map will be integrated into additional BMW models as automated driving capabilities increase across vehicles, roadways and regions.

"A digital HD map is essential for highly automated driving. HERE HD Live Map is rich and reliable: it provides road geometry, route profile and traffic signs – all on a global scale," said Dr. Nicolai Martin, Senior Vice President Driving Experience at BMW Group. "We have been working with HERE for many years to bring highly automated driving to market, and we are now thrilled to see the result of our collaboration finally come to life. Together, we are going one step further in delivering on our promise to provide a superior driving experience to our customers."

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"We're delighted to see our HERE HD Live Map enable automated driving at Level 2+ for BMW series production vehicles. This collaboration demonstrates the value of maps for highly automated driving. We look forward to supporting the expansion of Level 2+ to all types of roads," said Fred Hessabi, Executive Vice President and Chief Customer Officer at HERE Technologies.

HERE HD Live Map a key component to automated driving safety and user comfort

The HERE HD Live Map consists of rich, highly accurate and fresh layers of data to support the vehicle in knowing exactly where it is on the road and what road features lie ahead. The lane-level data serves as a redundant source of information to the on-board sensors, providing additional quality assurances for the system. HERE HD Live Map helps a vehicle to proactively adjust its behavior to upcoming road characteristics.

BMW 7 Series utilizes Predictive Routing and HERE Real-Time Traffic

Like the BMW iX, the all-new BMW 7 Series also features HERE Predictive Routing, a cloud-based routing functionality that learns individual driving patterns to propose more personalized journeys. In addition, the all-new BMW 7 Series uses [HERE Real-Time Traffic](#) across 70 countries. The service delivers drivers detailed information on traffic congestion with lane-level precision and potential road hazards ahead, with auto re-routing capabilities, helping drivers stay safe and save time.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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