

AUTOMOTIVE

New partnership between Mercedes-Benz, Google Maps advances luxury navigation experience

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The automaker will become the first to build its own branded navigation experience backed by new in-car data and navigation capabilities from the Google Maps Platform. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz and technology giant Google are newly in cahoots, as far as creating the industry's next-generation digital luxury dashboard experience is concerned.

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By way of a new partnership, the automaker will become the first to build its own branded navigation experience backed by new in-car data and navigation capabilities from the Google Maps Platform. The powerhouse pair's newly-established long-term engagement will make detailed information about places, real-time and predictive traffic information, automatic rerouting and more available globally, in a move that enhances the appeal of the luxury drive.

"We invite only the very best partners to enhance our operating system and to add to the Mercedes-Benz customer experience," said Ola Kllenius, chief executive officer at [Mercedes-Benz](#), in a statement.

"Google has been a leader in maps and navigation for many years," Mr. Kllenius said. "With our strategic partnership, we are excited to create unique services and to elevate the level of convenience for our customers.

"It will be deeply integrated within our signature Mercedes-Benz user interface and fully connected to relevant vehicle functions like the state-of-charge."

Electronic expertise

Google's Maps Platform serves as the primary source of digital enrichments for the forthcoming Mercedes-Benz Operating System (MB.OS).

The partnership is already giving current customers early access.

Starting today, vehicles in applicable markets this excludes China, Japan and Korea, for now using the latest generation of MBUX are now able to connect to Google Place Details, a feature that lends drivers business hours,

photos, ratings, and reviews updates from more than 200 million global businesses and locations.

Joining forces with [@Google](#): We will be the first automaker to build our own branded navigation experience based on new in-car data and navigation capabilities from the Google Maps Platform. <https://t.co/VenROLbGTk#MercedesBenz> pic.twitter.com/gkmM2zVYuJ

Mercedes-Benz (@MercedesBenz) February 22, 2023

The latest launch aside, both partners are actively exploring future collaboration opportunities, in an attempt to make full use of Google Cloud's leading artificial intelligence (AI) to create, train and deploy new vehicles at scale and with speed.

Google Cloud's efficient processing platform will also help Mercedes-Benz analyze fleet data, while the tech company's open infrastructure solutions will ensure that the automaker is able to securely uplevel current technologies, from brand premises and beyond.

The announcement marks a continuation of company investments in a series of recent, tech-enabled "firsts" ([see story](#)).

"Our partnership with Mercedes-Benz brings advanced technologies from Google Maps Platform, Cloud, and YouTube to help create new experiences for drivers," said Sundar Pichai, CEO of Google and Alphabet, in a statement.

"In addition to enabling Mercedes-Benz to design a customized navigation interface, we'll provide our AI and data capabilities to accelerate their sustainability efforts, advance autonomous driving, and create an enhanced customer experience."

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