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Apple CEO says 2012 Apple Maps was 'big mistake' – 27th April 2026

Level 4

Tim Cook has spoken about being boss of Apple. Mr Cook will step down as CEO. He revealed which Apple products he thought were less than perfect. He said Apple Maps was a "really big mistake". In 2012, he recommended map apps from Apple's competitors. He said admitting this was hard. The original Apple Maps was criticised. Faulty data and mapping errors guided drivers to strange places. These included non-existent bridges and businesses in the ocean.

Tim Cook became Apple CEO in 2011. He transformed Apple from a \$350 billion company into a \$4 trillion giant. It continues to make huge profits and growth. Apple's brand represents a quality lifestyle choice. One in five people has an Apple device. Apple products are highly integrated in our lives. Cook said his biggest achievement was the Apple Watch. He said: "Apple's greatest contribution... will be in the health and wellness area."

Level 5

Tim Cook has spoken about his time as boss of the tech giant Apple. Mr Cook will step down as CEO in September. He revealed which Apple products he thought were less than perfect. He singled out Apple Maps, calling it a "really big mistake". In 2012, he recommended what he thought were more reliable map apps from Apple's competitors. He said admitting this was hard. The original Apple Maps was criticised for guiding drivers to strange places. This was because of faulty data and mapping errors. The places included non-existent bridges and businesses in the ocean.

Tim Cook became Apple CEO in 2011. He replaced pioneer and co-founder Steve Jobs. Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues to generate huge profits and growth through products like the iPhone. Apple's brand represents a superlative lifestyle choice. Roughly one out of five people on Earth has an Apple device. Apple products are highly integrated in our lives. Cook said his greatest achievement was the Apple Watch. He said: "Apple's greatest contribution... will be in the health and wellness area."

Level 6

Outgoing Apple CEO Tim Cook has reflected on his time as head of the tech giant. Mr Cook will bow out as Apple boss in September. He revealed which Apple products he deemed to have been less than perfect. In particular, he singled out Apple Maps as being a "really big mistake". In 2012, he recommended using what he thought were more reliable map apps from Apple's competitors. He said admitting this was a hard thing to do. The original Apple Maps was widely criticised upon its release for guiding drivers to bizarre places due to faulty data and mapping errors. These included non-existent bridges, businesses in the ocean, and fields of wheat shown as airports.

Tim Cook was appointed CEO of Apple in 2011. He succeeded visionary pioneer and co-founder Steve Jobs. During his tenure, Cook transformed Apple from a \$350 billion company into a \$4 trillion company. It continues to generate enormous profits and growth through products like the iPhone. Cook has ensured Apple's brand represents a superlative lifestyle choice. Today, roughly one out of every five people on Earth uses an Apple device. Apple products are among the most integrated in our lives. Cook revealed that his greatest achievement was the Apple Watch, and its impact on health, fitness, and daily habits. He said: "Apple's greatest contribution... will be in the health and wellness area."