AI in the car

Nuance survey* analyzing car manufacturers expectations towards Automotive Assistant features in the car.

Integrated, OEM branded connected car solution important to 95% of the OEMs

Does it need to be ...

...smart?

How important is artificial intelligence to your company’s car HMI strategy moving forward?

- 90% of the car makers think so

...personalized?

How important is driver personalization of the car HMI experience to your company’s strategy?

- 85% of the car makers say yes

...connected to your home?

Respondents: OEMs

- 76% find it important
- 14% are indecisive
- 10% don’t find it important

Absolutely! Of course! Mostly!

Why does it matter?

Where do you see artificial intelligence having the greatest impact in your brand(s)’ in-car experience?

- Higher customer satisfaction 43%
- Better user experience 24%
- Recognition as innovation leader 14%
- Higher usage of infotainment features 10%
- Reduce driver distraction 5%

To satisfy your customers

*Survey conducted by Nuance, SurveyMonkey, March 2017