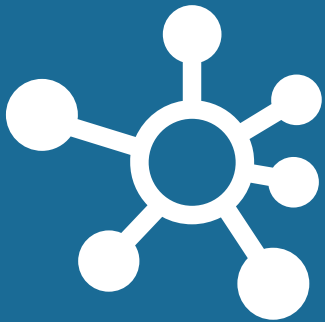


AI in the car

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



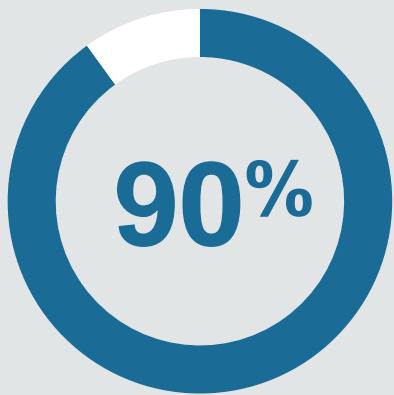
Integrated, OEM branded connected car solution important to

95% of the OEMs

Does it need to be ...

...smart?

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

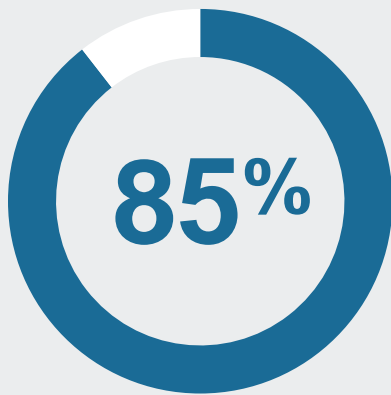


90% of the car makers think so

Absolutely!

...personalized?

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

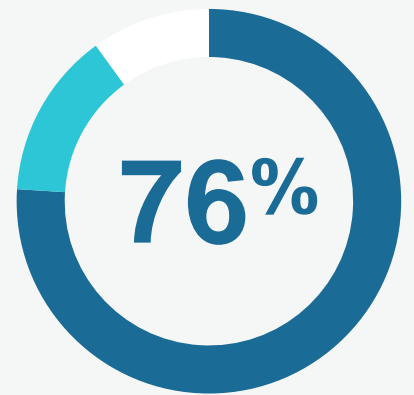


85% of the car makers say yes

Of course!

...connected to your home?

Respondents: OEMs



76% find it important
14% are indecisive
10% don't find it important

Mostly!

Why does it matter?

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



To satisfy your customers