Precise and concise
This is what drivers look for in their digital co-driver

Is this the future virtual automotive assistant?

Recognition

“Good to see you…”

35% would prefer a biometric solution (face or voice recognition) rather than traditional car keys to identify them.

Learned knowledge

“I remember…”

35% want their car to remember their individual preferences on the road.

39% drivers want their car to learn their preferred routes.

Proactive information

“Did you know…”

26% would like support when planning travel and journeys.

Alerts

“Please note that…”

34% want their car to warn them, if they’re not expected to reach the destination on time for an event.

44% want their car to help them deal with in-car diagnostics. For example, to report issues, and help them understand new car features.

Observe. Learn. Apply.

65% would like their automotive assistant to learn from them and their past behaviour to deliver a better user experience.

This is no longer a futuristic vision.

With artificial intelligence, this potential becomes reality.

* Methodology: The survey findings included in this press release were fielded by independent market research firm, YouGov, and commissioned by Nuance Communications, Inc. Total sample size was 2,062 adults, of which 1,621 have a driving licence. Fieldwork was undertaken between 22nd - 24th April 2016. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).