

GWM to use Baidu's AI to enhance conversation between driver and car

08-Aug-2023 13:59 GMT

S&P Global

Supply Chain and Technology, Automotive

The partnership will focus on developing intelligent natural-voice-interaction applications for use in vehicles

Baidu has joined hands with Great Wall Motor (GWM) to integrate Baidu's advanced AI-model Ernie into its vehicles. This collaboration aims to revolutionize the automotive industry by introducing cutting-edge AI capabilities into production cars, GizmoChina reported August 4.



Source: Getty Images Plus/ metamorworks

Both companies will focus on developing intelligent natural-voice-interaction applications for use in vehicles. By leveraging Ernie's powerful capabilities, these applications are likely to enhance the driving experience for consumers, providing them with seamless and intuitive communication with their cars. However, GWM has not yet revealed which models will feature the conversational technology or the exact launch timeline.

Besides GWM, Baidu has tied up with Ecarx, a top tech startup backed by Geely.

Significance: Baidu's Ernie Bot, similar to ChatGPT, will enable dynamic conversations between drivers and their vehicles, ushering in a new era of intelligent automotive experiences. Ernie's capabilities are promising, enabling dynamic interactions and emotional intelligence within the car, thereby catering to users' deeper needs. As the automotive industry embraces AI models such as the Ernie Bot and GPT-related technologies, consumers can anticipate an enhanced driving experience with intelligent voice interactions and expanded autonomous driving capabilities.

In-vehicle voice assistants powered by AI models are gaining traction in the automotive industry, with original equipment manufacturers such as Li Auto and Xpeng also investing in their own AI-interaction experiences.

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