

SoundHound AI expands chat AI assistant to Alfa Romeo and Citroën in Europe

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The voice AI technology featuring ChatGPT integrates into several European car models

SoundHound AI, a US-based company specializing in voice AI, has integrated its SoundHound Chat AI voice assistant, featuring ChatGPT, in Alfa Romeo and Citroën vehicles across several European markets. This development follows similar deployment by SoundHound in other Stellantis brands, including Peugeot, Opel, Vauxhall and DS Automobiles. The latest

vehicles to receive the SoundHound Chat AI voice assistant are the Alfa Romeo Junior Ibrida and various Citroën models such as the C4, C4X, C5X, Berlingo and Spacetourer.



Source: Nico De Pasquale PhotographyMoment via Getty Images

The SoundHound Chat AI aims to enhance the conversational experience for drivers and passengers by providing more versatile responses to queries. This includes not only standard voice assistant functions such as navigation and calls, but also ChatGPT-style interactions involving historical facts, trip planning and vehicle manual tips, among others. The system is designed to understand natural speech and generate informative, engaging conversations.

"We're delighted to extend our popular SoundHound Chat AI assistant to Alfa Romeo and Citroën vehicles. This innovation is proving to be a hit with drivers, who are getting ongoing value from their enhanced in-car voice assistant," said Michael Zagorsek, COO of SoundHound AI. "Drivers are still uncovering new and exciting uses for this highly capable, AI-driven voice technology. As we enter a new era for the vehicle cockpit, SoundHound is constantly pushing to deliver elite products that automakers trust and drivers love."

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