

Cerence to bring AI- and LLM- powered user experiences to BYD drivers

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The Cerence xUI platform and CaLLM models will enable natural, multistep conversational experiences and real-time information access across BYD's vehicle lineup

Cerence AI has announced an expansion of its partnership with BYD to power AI- and large language model (LLM)-powered in-car user experiences. Cerence xUI, described as an agentic AI platform purpose-built for automotive environments, will power BYD's conversational in-car AI assistant for global customers. The new in-car AI assistant will go live in the ATTO 2 DM-i and will then be introduced in other global models, following what is described as an accelerated deployment timeline. The companies have partnered for years across BYD's vehicle portfolio, and this new collaboration is presented as the next phase of that relationship, emphasizing Cerence AI's ability to bring next-generation user experiences to market at speed and scale.



Source: Getty/Peera_Sathawirawong

According to Cerence AI, the Cerence xUI platform enables BYD to deploy advanced LLM-powered features across regions, languages and vehicle lines, combining automotive-grade reliability with rapid time-to-market at a global scale.

The new intelligent assistant based on Cerence xUI is described as delivering an in-car experience that feels more natural, intuitive and responsive for drivers and passengers. Its capabilities include multistep conversational threads that support natural, fluid exchanges, allowing users to speak freely and accomplish more in a single interaction. It also provides access to a wide range of reliable, real-time information, including travel, music, sports, news and more. The assistant is powered by CaLLM, Cerence's family of automotive-optimized language models, which orchestrates across services and domains to ensure a cohesive, brand-aligned experience for BYD drivers. These capabilities are described as complementing BYD's rapidly evolving vehicle lineup and supporting its focus on intelligent, connected mobility experiences.

Christian Mentz, executive vice president, chief revenue officer at Cerence AI, said that together, the two companies are pushing the boundaries of user experience and deploying in-car assistants that act and feel like conversational companions.

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