

# SoundHound Launches Chat AI For Automotive As Study Finds 50% Of Regular Drivers Likely To Use Generative AI Capabilities

First platform that lets automakers provide customers with voice-enabled access to a combination of real-time information domains and Generative AI models like ChatGPT

SANTA CLARA, Calif.--(BUSINESS WIRE)--Apr. 24, 2023-- SoundHound AI, Inc. (Nasdaq: SOUN) ("SoundHound"), a global leader in voice artificial intelligence, today launched SoundHound Chat AI for Automotive, an in-vehicle voice assistant that gives automakers and their customers access to the most powerful voice AI technology available today.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230424005379/en/>



SoundHound Chat AI for Automotive will be the first product to offer an in-vehicle voice assistant that combines Generative AI capabilities, like ChatGPT, with an established best-in-class voice assistant. (Photo: Business Wire)

[SoundHound Chat AI for Automotive](#) will be the first product to offer an in-vehicle voice assistant that combines Generative AI capabilities, like ChatGPT, with an established best-in-class voice assistant. The result is a hands-free solution that gives drivers and their passengers

seamless access to a vast array of information domains enabled by complex conversational capabilities.

Using a proprietary new approach, SoundHound Chat AI for Automotive also avoids the kind of misleading and unpredictable responses now associated with some large language models (LLMs). Known as "AI hallucinations" these incorrect answers can result from technology that relies exclusively on Generative AI.

Applying a mix of software engineering and machine learning, SoundHound's platform is able to intelligently select the correct response from the most appropriate domain – whether that's a Generative AI-powered answer, or the kind of response LLMs can't handle, like real-time questions about navigation, weather, sports, stock, and flight status.

SoundHound Chat AI can integrate with any third party Generative AI model to create a seamless conversational experience. The platform is able to keep the conversation going, providing fast, accurate responses to queries without frustrating results (no more "Sorry, I didn't get that").

"SoundHound is delighted to be the first to offer the automotive industry a powerful voice assistant with the generative AI capabilities consumers are excited about," said Keyvan Mohajer, CEO and Co-Founder of SoundHound. "Our vast experience with OEMs, and our advanced proprietary technical approach, makes SoundHound Chat AI for Automotive the best possible option for OEMs looking to deliver this world-changing technology to their consumers."

To accompany the launch of SoundHound Chat AI for Automotive, SoundHound also released a preview of key takeaways from a new research study into the technology preferences of regular drivers.

## Key findings:

- **50% of all regular drivers** said they would be likely or very likely to use an in-car voice assistant with Generative AI capabilities.
- **75% of regular drivers who frequently use in-vehicle voice control** said they would be likely or very likely to use an in-car voice assistant with Generative AI capabilities.
- **Over half of (57%) regular drivers under 35** said they would be likely or very likely to use more sophisticated in-vehicle voice technology, with ChatGPT-like responses.
- **Almost a third (28%) of drivers who currently rarely or never use their in-car voice assistant** would be likely or somewhat likely to use it, should they be able to access Generative AI.
- The most popular uses for voice assistants included navigation, radio, local search, making and answering calls, and text messaging.
- The most desired queries requiring more sophisticated Generative AI functionality included vehicle maintenance and rules of the road, as well as questions about sights or attractions at their destinations, recommendations for scenic routes, and other road trip/car-outing related questions.

The full results of this consumer study will be discussed at a webinar on June 1, entitled "How Generative AI Will Help OEMs Build Great In-Vehicle Experiences." [Click here](#) for further details.

To learn more about SoundHound for Automotive visit <https://www.soundhound.com/voice-ai-solutions/automotive/>.

## Research Methodology

This CARAVAN survey was conducted by Big Village among a sample of 1,008 U.S. adults ages 18+ who drive at least once a week. This survey was live on April 5-16, 2023.

Respondents for this survey were selected from among those who have volunteered to participate in online surveys and polls. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey adjustments.

Big Village is a collaborative and consultative research partner to hundreds of organizations around the globe. We possess a wide variety of

resources, tools and technologies to collect and analyze information for our clients. As a member of the Insights Association and ESOMAR (the European Society for Opinion and Marketing Research), Big Village adheres to industry ethics and best practices, including maintaining the anonymity of our respondents. Our authorization is required for any publication of the research findings or their implications.

Big Village has exercised its best efforts in the preparation of this information. In any event, the company assumes no responsibility for any use which is made of this information or any decisions based upon it.

#### **About SoundHound**

SoundHound (Nasdaq: SOUN), a leading innovator of conversational intelligence, offers an independent voice AI platform that enables businesses across industries to deliver best-in-class conversational experiences to their customers. Built on proprietary Speech-to-Meaning® and Deep Meaning Understanding® technologies, SoundHound's advanced voice AI platform provides exceptional speed and accuracy and enables humans to interact with products and services like they interact with each other—by speaking naturally. SoundHound is trusted by companies around the globe, including Hyundai, Mercedes-Benz, Pandora, Qualcomm, Snap, Square, Toast, LG, VIZIO, KIA, and Stellantis. [www.soundhound.com](http://www.soundhound.com)

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Fiona McEvoy  
(415) 610-6590  
[PR@SoundHound.com](mailto:PR@SoundHound.com)

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