

SoundHound AI Brings Voice Assistant With Generative AI to Lancia Vehicles Across Europe

Award-winning in-vehicle voice assistant SoundHound Chat AI enhances the new Lancia Ypsilon's S.A.L.A. infotainment system

SANTA CLARA, Calif.--(BUSINESS WIRE)--Oct. 17, 2024-- SoundHound AI, Inc. (Nasdaq: SOUN), a global leader in voice artificial intelligence, today announced that its category-leading voice assistant with integrated Generative AI, [SoundHound Chat AI](#), has been integrated in Lancia Ypsilon vehicles across Belgium, France, Germany, Italy, Portugal, Spain, and The Netherlands.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241017159207/en/>



SoundHound Chat AI has been integrated into the S.A.L.A. infotainment system of the new Lancia Ypsilon, available in vehicles across multiple European markets. (Photo: Business Wire)

Lancia's innovative S.A.L.A. (Sound, Air, Light, and Augmentation) infotainment system now features SoundHound Chat AI. By simply saying "Hey SALA," or pressing a button, drivers can engage with the vehicle's voice assistant, which responds

with dynamic audio and visual information. This new offering delivers a new and versatile type of conversational experience for drivers and passengers, and is a part of one of Lancia's technological pillars for a complete and immersive on-board experience.

With the integration of SoundHound Chat AI into the S.A.L.A system., Lancia customers will be able to enjoy Generative AI-style responses in addition to other in-car voice assistant features, including calls, navigation, and real-time information like weather and sports scores. The technology effortlessly detects natural human speech and employs Generative AI to facilitate enjoyable, informative conversations that flow – ranging from historical facts to trip planning, storytelling, quizzes, and tips from the vehicle manual.

Users can ask follow-up questions that draw on complementary real-time domains for optimal responses that are relevant and useful while they're on the road. For example:

- "What scenic towns should I visit between Milan and Rome?"
- "Where's the best restaurant with a view along the way?"
- "What is the weather like there now?"
- "Can you recommend a boutique hotel in Tuscany?"
- "Where's the nearest rest stop with EV charging and a café?"

"We are thrilled to bring SoundHound Chat AI to Lancia vehicles and offer even more drivers and passengers a new level of convenience and connectivity," said Michael Zagorsek, COO of SoundHound AI. "This expansion marks another important step in our mission to transform in-car experiences with cutting-edge, truly conversational voice technology that drivers love and automakers trust."

Lancia becomes the latest Stellantis brand to embrace SoundHound AI's category-leading voice assistant, following recent launches in [Alfa Romeo](#), [Citroën](#), [Peugeot](#), [Opel](#), and [Vauxhall](#) vehicles. Earlier this year, [DS Automobiles](#) became the very first automaker in the world to go into full production with a voice assistant that integrates the latest generative AI technology via SoundHound Chat AI.

SoundHound's cross-brand data shows an increasing demand for advanced in-vehicle voice assistants, with voice assistant usage increasing up to six times and a 5x increase in customer the consumer loyalty-based Net Promoter Score.

Learn more about SoundHound Chat AI [here](#).

About SoundHound AI

SoundHound (Nasdaq: SOUN), a global leader in conversational intelligence, offers voice and conversational AI solutions that let businesses offer incredible experiences to their customers. Built on proprietary technology, SoundHound's voice AI delivers best-in-class speed and accuracy in numerous languages to product creators and service providers across retail, financial services, healthcare, automotive, smart devices, and restaurants via groundbreaking AI-driven products like Smart Answering, Smart Ordering, Dynamic Drive Thru, and Amelia AI Agents. Along with SoundHound Chat AI, a powerful voice assistant with integrated Generative AI, SoundHound powers millions of products and services, and processes billions of interactions each year for world class businesses.

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