SoundHound Chat AI Automotive Introduces New Brand Personalities Feature

First-Of-Its-Kind Feature Delivers Highly Personalized In-Vehicle Voice Assistants, Strengthening Brand Identity and Consumer Experience

SANTA CLARA, Calif.--(BUSINESS WIRE)--Feb. 5, 2025-- SoundHound AI, Inc. (Nasdaq: SOUN), a global leader in voice artificial intelligence, today announced the launch of Brand Personalities**,** a groundbreaking feature for its [SoundHound Chat AI Automotive](#) voice assistant – making it the first in-vehicle assistant to offer distinct, customizable personas tailored to each automaker's unique brand identity, designed to enhance both the user experience and brand loyalty for OEMs.

Brand Personalities enables car makers to control the entire personality of their voice assistant including response style, character and vivaciousness. Automotive partners can choose from pre-designed personas, create fully customized personalities tailored to their specific needs, or even introduce seasonal characters for campaigns. Due to SoundHound's unique software architecture, multiple personas can be defined for specific sub-brands or model lines—allowing sports cars, family cars, and commercial vehicles to each have distinct personalities that reflect the unique needs of their customers.

This new feature builds on the core features offered from SoundHound Chat AI Automotive's best-in-class voice assistant, which integrates generative AI capabilities with car controls and real-time domains like flight times, navigation, and weather. As innovation and technological advancements in the automotive industry evolve, the assistant's customization tools, like Brand Personalities, allow automakers to keep the end user in focus, enhancing the user experience as well as the value of in-vehicle voice assistants for OEMs.

For OEMs, this new feature offers:

- **Distinct Brand Expression:** OEMs can define unique personalities aligned with their brand identity to create memorable and meaningful interactions.
- **Multi-Brand Differentiation:** Allows multi-brand OEMs to clearly differentiate brands while using the same underlying software.
- **Model-Specific Variability:** Tailor personalities to specific vehicle lines, such as a family car versus a high-performance sports car, or a commercial vehicle.
- **Market Adaptability**: Adjust the assistant's Brand Personality to match the tone and conversational style for regional and driver preferences.

In a recent SoundHound study, "*[Reclaiming the Cockpit: How Voice Generative AI Creates Strategic Advantage for Automakers](#)*," the company found that 77% of regular drivers are likely to use voice generative AI capabilities in their vehicle if available. This highlights a strong demand for advanced voice AI features that provide more tailored, user-specific interactions and enhance the overall driving experience. For consumers, Brand Personalities means a more relatable and engaging in-vehicle experience, increasing satisfaction and trust in the technology.

"As automakers look to differentiate their offerings, SoundHound designed Brand Personalities to elevate the in-car experience beyond what's expected, giving brands complete control over how they engage with their consumers," said **Michael Zagorsek, COO of SoundHound AI.** *"This innovation goes beyond functionality. It is a fully customizable, deeply engaging experience that builds meaningful connections and long-term brand loyalty."*

SoundHound's voice AI technology is currently deployed in millions of cars and TVs worldwide, across 20 brands and more than 25 languages. This announcement follows recent launches of SoundHound Chat AI Automotive in [Lucid Motors](#), [Alfa Romeo, Citroën](#), [Peugeot, Opel, and Vauxhall](#). In March 2024, SoundHound AI announced that [Stellantis' DS Automobiles](#) was the 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 Automotive.

Learn more about SoundHound Chat AI Automotive [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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