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Driving the AI Conversation in Automotive

The evolving connected automotive industry is contributing to the growth of voice assistant platforms, with consumers seeking more accurate and reliable voice recognition and contextual use case solutions for their in-cabin experience.

Largely driven by the increased adoption in the home and on mobile platforms, automotive is becoming the next exciting market for embedded voice AI platforms, according to the latest report from [SAR Insight & Consulting: *Automotive Voice Platforms: Embracing Voice Technology and Conversational AI.*](#)

Various companies across the ecosystem are designing and deploying the latest core AI, NLU and ASR innovation based on machine learning models to provide advanced voice assistant systems within the vehicle, which subsequently provides greater access to information, entertainment and vehicle performance and safety.

The report signals the significant role of voice assistant platforms within the automotive space. This technology is becoming a standard user interface feature, with expanding and real-time use case applications. Several technology developments from multiple assistants running simultaneously, and enhanced voice communication, to retail transactions, biometric authentication and predictive conversational AI are contributing to the competitive growth of this important feature.

SAR estimates that there will be just over 40% of new vehicles produced annually with voice assistant platforms in 2021, growing to 78% by 2026. These vehicles will be equipped with the latest embedded solutions encompassing proprietary branded, along with white label solutions, to offset the growth of smartphone mirroring and dashboard devices.

Conversational AI is the next wave of driver and passenger experience. Advances in artificial intelligence and natural language processing will help improve the responsiveness, intuition, and comprehension of AI assistants, making them more reliable and accurate, Dennis Goldenson, Director of Automotive & Emerging Technologies at SAR Insight & Consulting, said. “This can involve remembering established preferences and patterns, accurately understanding the context of questions and responding to questions more efficiently.”

The pace of innovation within the automotive industry from electric to self-driving vehicles is opening up exciting opportunities for new digital cockpit features such as voice assistant platforms to transform and optimize the in-cabin experience. These systems are now creating a unique value proposition and increasing market size opportunity and expansion, according to SAR.

An increasing number of strategic partnerships across the ecosystem between IC/software, tier1 and automotive OEMs, are collaborating to develop embedded solutions into new vehicles, transforming the in-car experience and increasing market size opportunities.

According to SAR, leading technology companies Alango, Amazon, Apple, Baidu, Cerence, DSP Concepts, Google, Harman, Infineon, Knowles, Nvidia, QNX, Qualcomm, Sensory, SoundHound, and others, are developing enabling technologies to support voice activation within the automotive market.

“There are various opportunities to tap into the automotive voice assistant platform market, and it is really exciting to see how the automotive industry is embracing new technology features and components to drive increased value across the ecosystem,” Dennis said.

The latest report from SAR Insight & Consulting identifies key market, technology and ecosystem trends, highlighting the market potential for automotive voice and conversational AI solutions.

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Note to editors: [SAR Insight & Consulting](#) provides detailed quantitative and qualitative research on established and emerging technology markets across multiple end applications. www.sarinsight.com