

AUTOMOTIVE

Jaguar Land Rover welcomes Amazon Alexa to portfolio

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Vehicles equipped with the Pivi Pro system may be updated with Amazon Alexa. Image credit: Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

British automotive manufacturer Jaguar Land Rover is introducing Amazon's virtual assistant technology, Alexa, to its range of vehicles.

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The cloud-based voice service will be available in all new and existing Jaguar and Land Rover vehicles that are equipped with the automaker's Pivi Pro system. With the updated system, customers will be able to control navigation and music, manage calendars, control smart home devices and more using only voice commands.

"The seamless integration of Amazon Alexa with our Pivi Pro infotainment system gives customers simple, intuitive voice control of regularly used features, making the driving experience even more enjoyable," said Alex Heslop, director of electrical and electronic engineering at [Jaguar Land Rover](#), in a statement.

New era of auto

The automotive company aims to seamlessly integrate the Alexa experience with Pivi Pro's features such as navigation, media playback, phone calls and compatible smart devices.

The integration is part of Jaguar Land Rover's Reimagine strategy, representing a shift toward providing a modern, digital luxury experience.

The engineering teams from Jaguar Land Rover and Amazon worked in tandem so that customers familiar with Alexa's smart device services would experience a natural transition with their vehicles.

With Alexa's intuitive voice capabilities, drivers can ask for weather updates or nearby coffee shops while remaining fully focused on the road.



Driver's can safely ask the new system for navigation, nearby restaurants, the news and more without using the touchscreen system or their personal devices. Image credit: Jaguar Land Rover

Alexa was first revealed on the New Range Rover and will now be offered across the portfolio of Jaguar and Land Rover vehicles. More than 200,000 existing owners of models fitted with Pivi Pro will also be able to benefit from the new technology due to a software-over-the-air (SOTA) update.

To set up Alexa in their Pivi Pro-equipped vehicles, customers have to link Alexa to their InControl account by scanning a QR code on the Pivi Pro touchscreen and then follow the steps on the screen.

Additionally, U.S. and U.K. Jaguar and Land Rover Alexa customers will be able to control and check on their vehicle from anywhere using the Jaguar and Land Rover Remote Skill and any Alexa-enabled device.

This functionality is also available to those in the U.S. and U.K. with the Touch Pro infotainment system.

In a push for sustainability, as another part of its Reimagine strategy, Jaguar Land Rover announced in October 2021 the execution of its first digital trial for tracking the supply chain of its leather in partnership with Circular.

The digital process has assisted Jaguar Land Rover in assessing the carbon footprint of its leather supply network, an effort under its Reimagine sustainability strategy ([see story](#)).

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