

AUTOMOTIVE

## Mercedes-Benz brings ChatGPT to in-car experience

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Now available to more than 900,000 vehicles, the three-month-long beta program heightens the usability of the existing "Hey Mercedes" MBUX Voice Assistant feature. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is modernizing its fleet with in-demand technologies.

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Bolstering its use of artificial intelligence (AI), the brand is bringing ChatGPT to cars across the U.S. with the help of American software giant Microsoft. Now available to more than 900,000 vehicles, the three-month-long beta program heightens the usability of the existing "Hey Mercedes" MBUX Voice Assistant feature.

"The integration of ChatGPT with Microsoft in our controlled cloud environment is a milestone on our way to making our cars the center of our customers' digital lives," said Markus Schfer, chief technology officer of development and procurement at Mercedes-Benz Group AG, in a statement.

"Our beta program boosts the existing Hey Mercedes functions such as navigation queries, weather requests and others with the capabilities of ChatGPT," Mr. Schfer said. "This way, we aim to support conversations with natural dialogues and follow-up questions.

"Everything is under one big goal: Redefining the relationship with your Mercedes."

Auto bot rollout

The Mercedes-Benz voice control function will expand with support from Azure OpenAI Service, Microsoft's cloud and AI platform.

The tool currently provides drivers with access to weather updates and sports news, answering a wide variety of queries with up-to-date information.

With the update, ChatGPT now uses an expansive natural language infrastructure for improved communication, enabling its response capabilities to an increased volume of topics.

(1/4) At this year's "Design No.5" event at our International Design Center in Carlsbad,

California, we have showcased exciting new products and visions for the future both physical and digital.

Have a look at some of the highlights below. [pic.twitter.com/LXODh6gSkE](https://pic.twitter.com/LXODh6gSkE)

Mercedes-Benz (@MercedesBenz) [June 17, 2023](#)

Mercedes-Benz, which recently stepped into the Web3 space in another show of support for intelligent technology ([see story](#)), is leveraging the current MBUX Voice Assistant data to make the function more intuitive, encouraging effortless dialogue.

The improved model will not only be able to respond to more requests but is programmed to conduct comprehensive conversations. Drivers who are interested in trying out the program can do so within their vehicles using the voice command, "Hey Mercedes, I want to join the beta program," or via the "Mercedes Me" mobile app.

Taking security measures to protect the data of users, all background IT processes are controlled entirely by the automaker. Mercedes-Benz confirms that all voice command Data is anonymized and stored in the company's Intelligent Cloud for analysis.

The brand will use the information garnered from the current U.S. pilot to inform future rollouts around the globe.

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