

#656



Cockpit & Infotainment

In-Car VPA & Voice Guide

Car manufacturers are increasingly adopting voice AI technologies to elevate the driving experience, boost safety, and enhance vehicle performance. In utilizing voice AI to manage various in-car functions, passengers can enjoy a more personalized and interactive journey while automakers can use them as brand differentiators. Alongside reliability and effectiveness in all environments and conditions, OEMs need to plan for a wide ecosystem of first- and third-party services to compete in this market.

SBD Automotive’s all-new In-Car VPA & Voice Guide details the latest virtual personal assistants (VPAs) being launched, while highlighting the range of VPA-adjacent features being delivered through OTA updates that expand on the role of voice in the car. This study will help OEMs prioritize a set of VPA and voice features that will be the most effective for their customers, and more broadly plan a roadmap for the overarching role that voice AI can play in their vehicles.

TABLE OF CONTENTS



- Introduction
- Birds Eye View
- Executive Summary
- What's New?
- Key Trends
- Next Steps

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The report is a comprehensive data snapshot of in-vehicle input and output HMIs and associated features (e.g. map updateability methods, routing options, etc.), services (e.g. CarPlay, Android Auto, type of broadcast traffic, etc.) and technologies (e.g. HDD, Head-Up Display, etc.) in a specific region.

COVERAGE

- GLOBAL
- NA
- CHINA
- EUROPE

FREQUENCY

- ANNUAL
- QUARTERLY
- ONE-OFF

PUBLICATION FORMAT

- PDF
- POWERPOINT
- EXCEL
- ONLINE

PAGES

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Key Benefits

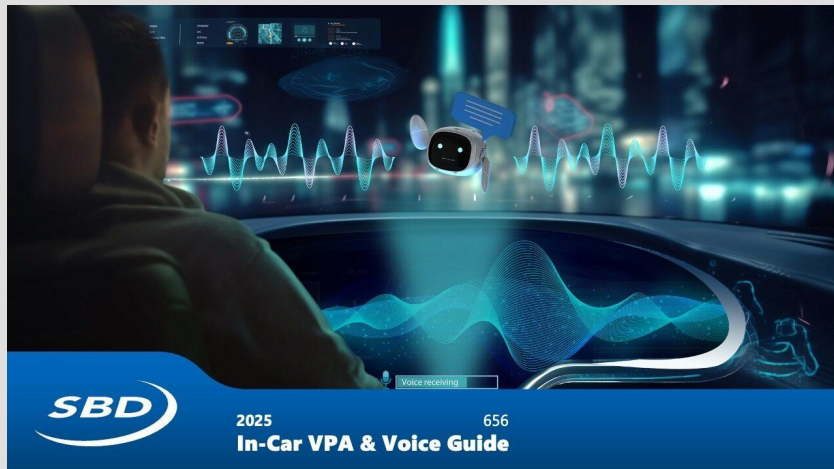
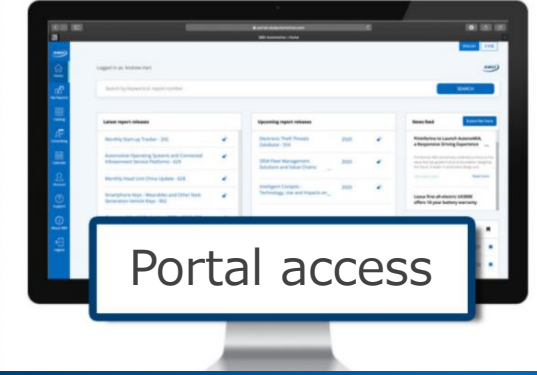
- > Offers a database of VPA features by brand and model, while identifying the various states of use for each one
- > Differentiates between multi-model, personalization, and orchestration layers including controlling multi-VPAs and other voice features
- > Assesses the number of VPA updates delivered over time, using data from our OTA study
- > Defines a set of unconnected capabilities that vehicles are offering today through voice as a service.

This research supports



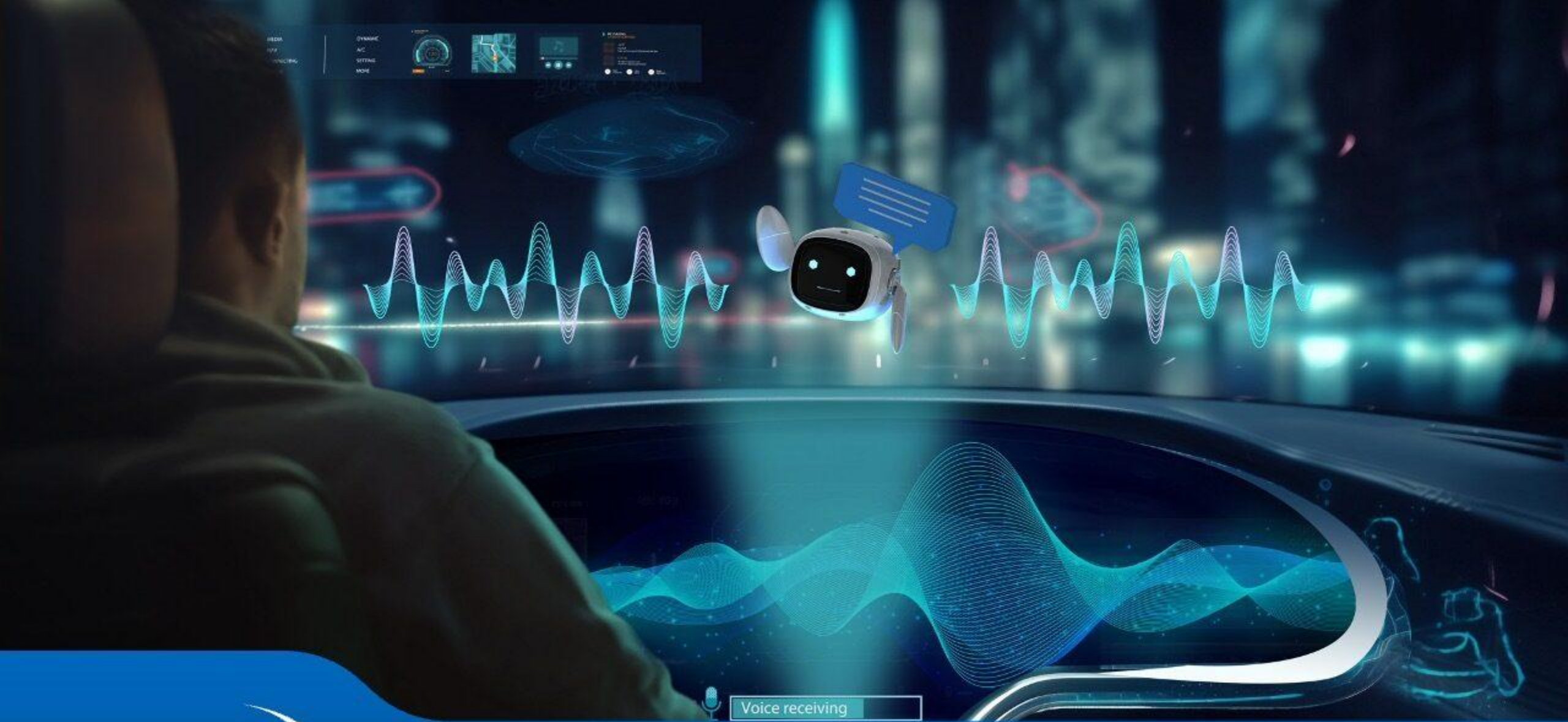
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MEDIA
APP
FUNCTIONS

DYNAMIC
A/C
SEATING
MORE

120MPH
100MPH
80MPH
60MPH
40MPH
20MPH
0MPH

100%
80%
60%
40%
20%
0%

100%
80%
60%
40%
20%
0%

100%
80%
60%
40%
20%
0%

Voice receiving



2025

656

In-Car VPA & Voice Guide



Contact SBD Automotive

Do you have any questions?

If you have any questions or feedback about this research report or SBD Automotive's consulting services, you can email us at info@sbdautomotive.com or discuss with your local account manager below.



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