

## Škoda Auto enhances user experience by integrating “ChatGPT” into its vehicles

- › Škoda to incorporate the AI-based chatbot ChatGPT as a standard feature for many customers around mid-2024
- › The new chatbot will be offered together with the latest generation of infotainment systems via Cerence Chat Pro
- › Data protection in focus: “ChatGPT” does not have access to personal data or vehicle information

Mladá Boleslav, 10 January 2024 – Škoda Auto announces the integration of the AI-based chatbot ChatGPT into its Laura voice assistant. This important step will enhance the in-vehicle experience of many customers and help to make everyday life easier. Škoda models based on MEB GP and MQB EVO platforms will benefit from this new feature. They will be able to access a vast AI database and have content read out to them while driving. This new function is powered by Cerence Chat Pro from technology partner Cerence Inc., offering a unique, automotive-grade ChatGPT integration. Personal data and vehicle information are protected at all time.

**Klaus Zellmer, Škoda Auto CEO,** says: “Enriching Škoda voice assistance with artificial intelligence makes our cars an even better everyday companion. Drivers and passengers will have easy, verbal access to worlds of knowledge while on the road. Integrating ChatGPT into our voice assistant Laura is just the latest way that Škoda adapts advanced technology to improve the driving experience. Everything remains hands-free for the driver, and data security remains a priority. I am confident that customers will appreciate this modern new feature.”

### **New functions for an enhanced in-vehicle experience**

The new chatbot will be offered together with the latest generation of infotainment systems from mid-2024. It will be available in the following models based on the MEB GP and MQB EVO platforms: selected versions of the Škoda Enyaq, the new-generation Škoda Superb and Kodiaq and the updated Škoda Octavia. Enabled by Cerence Chat Pro, the integration of ChatGPT into the Laura voice assistant introduces a variety of new capabilities that go far beyond the previous voice commands. The Laura voice assistant can be used, for example, to control the infotainment, navigation and air conditioning and answer general knowledge questions. In the future, AI will provide additional information in response to questions that go beyond this as part of its constantly growing capabilities. This can be helpful during a car journey: Enriching conversations, clearing up questions, interacting in intuitive language, receiving vehicle-specific information, and much more — completely hands-free for even more safety for driver and passengers.

**Data protection as a top priority**

The operation remains straightforward for the driver: the voice assistant is activated with “Okay, Laura” or the respective steering wheel button. If the request cannot be answered by the Škoda system, it is anonymously forwarded to the AI. ChatGPT does not access vehicle data or personal information. All interactions are immediately deleted after processing to ensure the highest standard of data protection. This new feature will also be available in further models of Volkswagen Group brands.

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## Video and media images

**Video: Škoda Auto enhances user experience by integrating “ChatGPT” into its vehicles**

Škoda Auto CEO Klaus Zellmer presents the expanded functionality of the voice assistant Laura following the integration of the AI chatbot ChatGPT.

Source: Škoda Auto

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#### **Škoda Auto**

- › is successfully steering through the new decade with the Next Level – Škoda Strategy 2030.
- › aims to be one of the five best-selling brands in Europe by 2030 with an attractive line-up in the entry-level segments and additional e-models.
- › effectively leverages existing potential in important growth markets such as India, North Africa, Vietnam and the ASEAN region.
- › currently offers its customers eleven passenger-car series: the Fabia, Scala, Octavia and Superb as well as the Kamiq, Karoq, Kodiaq, Enyaq, Enyaq Coupé, Slavia and Kushaq.
- › delivered over 731,000 vehicles to customers around the world in 2022.
- › has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.
- › independently manufactures and develops components such as MEB battery systems, engines and transmissions as part of the Volkswagen Group; these components are also used in vehicles of other Group brands.
- › operates at three sites in the Czech Republic; has additional production capacity in China, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs over 40,000 people globally and is active in around 100 markets.