



Introducing Cerence AI – Our Next Chapter in AI Innovation

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By Brian Krzanich, CEO, Cerence AI

In the early days of our journey as Cerence, our team worked tirelessly and thoughtfully to create a company name that would represent not only our vision for the future of the vehicle experience, but also the principles that would guide us in our day-to-day work.

Cerence is a name and word we invented, coined from powerful visual and linguistic associations with intelligence, experience, serenity and control, blending words like “cerebral,” “science,” and “sense.” Our logo, inspired in part by the right and left sides of the human brain, represents the blend of art and science, as well as technical innovation, that is required to create incredible user experiences.

Over the past five years, our name has come to embody the values that drive us forward: a commitment to constant innovation, a dedication to delighting our customers, a belief in growing together as a team, and a passion for having fun along the way. We are deeply committed to driving innovation in partnership with the world’s leading automakers, while supporting each other as a team – celebrating our successes, and learning from our setbacks. In addition to our deep technical expertise, extensive customization abilities, and proven track record of execution, the world’s leading automakers love to work with Cerence because we are a uniquely neutral and highly specialized supplier, living and breathing automotive and speaking the same language as our customers, unlike our competitors.

Our product portfolio has also evolved. While we’ve been pioneers at the forefront of AI innovation for the in-car user experience, we’re now at a point where our solution stack is almost entirely powered by and infused with AI – empowering automakers to stay ahead of the curve and move quickly to deliver new features to their customers. We’re already seeing great momentum as we execute against this vision, with brands like Volkswagen, Renault, Audi, smart, and Skoda deploying our generative AI solutions to delight their drivers with the latest innovations. Looking to the future, we’re leveraging our deep automotive expertise, our extensive automotive dataset, and our hyper-focus on our customers and their end user experience to build our next-gen platform: a generative AI- and large language model-powered, multi-modal solution that will enable people to focus on what matters most by providing seamless, integrated interaction in the car.

With this in mind, it only makes sense that we reflect our current offerings and future vision in our brand and name. So, we’re beginning a new chapter – as Cerence AI.

This transformation isn’t just cosmetic; it reflects both our evolution and our future more clearly and better represents our expanding role in bringing AI to the vehicles of the future. It underscores our commitment to pushing the boundaries of technology and our firm belief that AI, when designed and implemented intelligently and with the human in mind, can serve our highest needs and improve our daily experiences.

At the same time, we remain true to our origin – a neutral, highly specialized automotive partner to our global automaker and tier one supplier customers – while continuing to build on our deep expertise to deliver customer-centric AI solutions that transform the way we interact with our vehicles.

I hope you’ll join us as we embark on this exciting new chapter, driving AI for a world in motion.