



Get Chatty with Volkswagen: Cerence Chat Pro Now Available for U.S. Drivers

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The rising conversation around generative AI and large language models (LLMs) has sparked undeniable consumer interest in AI, with innovative applications rapidly transforming the way we interact with technology. As these technologies evolve, they're redefining how brands engage with their customers, creating more intuitive, personalized, and delightful experiences.

Today, we're excited to share that Cerence Chat Pro has been officially deployed in the U.S., with Volkswagen [announcing](#) the technology is live starting with 2025 Jetta and Jetta GLI models as well as MY24 ID.4 vehicles equipped with an 82-kWh battery. U.S. Volkswagen drivers can now engage their Plus Speech voice assistant, IDA, in chit-chat powered by Cerence Chat Pro's integrated LLMs, delivering more enjoyable in-vehicle experiences.

Volkswagen and Cerence share a deep commitment to elevating brand connection through voice interactions. The automaker began [deploying](#) Cerence Chat Pro across Europe earlier this summer and it is now live in five languages – English (US), English (UK), German, Spanish and Czech – across Volkswagen Group brands, including Volkswagen, [Audi](#), Cupra, Seat, and [Skoda](#). Volkswagen in the U.S. will continue expanding access to this advanced functionality in most 2025 Volkswagen vehicles, including the ID.4, ID. Buzz, Golf GTI, Golf R, Taos, and Tiguan. Cerence Chat Pro will be included in the Atlas and Atlas Cross Sport models in 2026.

Generative AI: Unlocking Deeper Brand Connection for Automakers

Cerence Chat Pro is leveling up the capabilities of the in-car assistant, allowing automakers to forge a deeper brand connection and enhance driver satisfaction and safety. Cerence Chat Pro is the fastest and simplest way for OEMs to integrate LLM capabilities, including ChatGPT, with full control over the user experience. Conversational capabilities of the in-car assistant are expanded, enabling Q&A on virtually any topic. OEMs can define their own persona, maintaining their brand identity throughout the experience, and customize answers via a self-serve web-portal, ensuring accuracy and safety from sensitive topics.

Cerence Chat Pro: The First Step Towards an Immersive Companion

Since Cerence Chat Pro started hitting roads earlier this year, we have seen an uptick in the usage of in-car voice assistants amongst our customer base. Drivers are hungry for more AI-powered features and capabilities, and at Cerence we're pushing the boundaries of what's possible. Imagine a future where your car and smartphone work together, blending voice and touch controls into a single, intuitive interface that's aware of your context and allows you to switch between different modes of interaction – all without missing a beat. This future is closer than ever before and will soon be a reality.

To learn more about Cerence Chat Pro, check out [this blog](#) and watch our series of demo videos [here](#).