



## Cerence Powers New Level of Conversational AI and Natural Voice Recognition in Ford SYNC 4

June 2, 2020

### Cerence and Ford Extend Long-Term Relationship to Create Cutting-Edge Mobility Experiences

BURLINGTON, Mass., June 02, 2020 (GLOBE NEWSWIRE) -- [Cerence Inc.](#) (NASDAQ: CRNC), AI for a world in motion, today announced that Ford Motor Company has selected the company's Cerence Drive products to bring advanced, conversational AI and voice recognition to the [Ford SYNC 4](#) communications and entertainment system.

Leveraging Cerence Drive products, Ford SYNC 4 delivers enhanced AI-powered technologies and embedded and connected services to create a conversational, safe and productive experience for Ford drivers. SYNC 4 is now faster, easier and simpler than ever to use, with the ability to understand requests spoken in natural language, like "find me the best Thai restaurant." The system can also learn driver preferences over time to deliver the most relevant information.

The ongoing collaboration between Cerence and Ford marks 15 years of continued innovation on the SYNC platform. Cerence's work with Ford began in 2005 in the early days of voice-enabled phone dialing, later evolving to the development of the first-of-its-kind Ford SYNC platform. The launch of SYNC in 2007 marked a watershed moment for the automotive industry as the first mass-market, voice-powered, in-car infotainment system.

Fluent in English, French, Spanish, Portuguese and 21 other languages, depending on region, Ford SYNC 4 leverages Cerence's AI-powered voice recognition to enable access to a wide variety of in-vehicle functions and the connected apps, content and services that matter most to Ford drivers, including Waze and Amazon Alexa. Ford SYNC 4 will be available in select Ford vehicles beginning this year.

"Ford SYNC was the first of its kind and has paved the way for industry and consumer adoption of voice-powered controls in the car," said Sanjay Dhawan, CEO, Cerence. "We are honored that Ford has continuously chosen Cerence as its supplier in creating a memorable in-car experience for Ford drivers. Cerence looks forward to the road ahead as Ford SYNC 4 rolls out to the market."

To learn more about Cerence, visit [www.cerence.com](http://www.cerence.com), and follow the company on [LinkedIn](#) and [Twitter](#).

#### About Cerence Inc.

Cerence (NASDAQ: CRNC) is the global industry leader in creating unique, moving experiences for the automotive world. As an innovation partner to the world's leading automakers, it is helping transform how a car feels, responds and learns. Its track record is built on more than 20 years of knowledge and more than 325 million cars on the road today. Whether it's connected cars, autonomous driving or e-vehicles, Cerence is mapping the road ahead. For more information, visit [www.cerence.com](http://www.cerence.com).

Trademark reference: Cerence and the Cerence logo are registered trademarks or trademarks of Cerence Inc. or its affiliates in the United States and/or other countries. All other trademarks referenced herein are the property of their respective owners.

#### Contact Information

Kate Hickman  
Cerence Inc.  
Tel: 857-239-0131  
Email: [kate.hickman@cerence.com](mailto:kate.hickman@cerence.com)



Source: Cerence Inc.