Continental: Creating an intuitive user experience for drivers with generative AI

Continental

Why Google Cloud

For carmakers, in-vehicle user experience isn't just a feature – it's the cornerstone to win in today's car market. Continental addresses this necessity by combining hardware, software and development tools into a pre-integrated offering coined Smart Cockpit. As one of the key pillars of providing cutting-edge user experience, it integrates Google's *Cloud Custom Assistant*, a hybrid voice assistant supercharged by generative AI and the ability to be tailored to the carmaker's requirements.

Solution

The seamless integration of Google Cloud's conversational and generative AI into Continental's Smart Cockpit High-Performance Computer (HPC) enables a natural and intuitive interaction between user and assistant. Prime use cases for such an experience are conversational navigation, driver personalization and in-car control. The specific capabilities range from asking about precise vehicle details which previously required opening the owner's car manual, to discovering places of interest.

About Continental

Continental AG, a leading automotive technology company, shapes the future of mobility with its innovative solutions spanning hardware, software and services.

Industry: Automotive

Location: Germany

Impact

- Use Google's conversational AI and assistant capabilities while facilitating **brand customization & data ownership**

- **Accelerated time-to-market** with integrated approach to new car lines

- **Reduced complexity and costs** for carmakers with pre-integrated feature set

> **Together with Google, we are equipping cars with artificial intelligence for drivers. This is how our vision of software-defined vehicles starts to become a reality."**
>
> Philipp von Hirschheydt, Executive Board Member and Head of the Automotive Group Sector, Continental

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