# Mapbox and Cerence collaborate to enhance automotive navigation with voice technology



Mapbox and Cerence Inc. have forged a partnership aimed at integrating cutting-edge voice and navigation technologies to enhance user experiences in automotive settings. This collaboration, set to launch in the first quarter of 2025, combines Cerence AI’s robust voice capabilities with Mapbox’s advanced navigation services, designed to create a seamless, voice-powered navigation system for vehicles. Private Preview access is currently available for developers eager to get a head start on this innovation.

The automotive industry has faced challenges in merging disparate voice services and navigation systems, leading to increased development times and user inconsistency. Peter Sirota, Chief Executive Officer at Mapbox, commented, “Integrating Cerence AI’s voice expertise directly into Mapbox Navigation helps us deliver an in-car experience that’s both intuitive and delightful.” The new offering will feature a Navigation SDK that incorporates essential technologies from Cerence, such as noise reduction and speech recognition, making it easier for developers to build user-focused applications without complex integrations.

In a parallel development, HERE Technologies has unveiled a suite of AI-driven innovations at CES 2025 intended to propel advancements in1 Automated Driving (AD), Advanced Driver Assistance Systems (ADAS), and digital mapping solutions. One notable innovation is SceneXtract—a software tool designed to simplify the process of preparing real-world environments for simulation. Developed in partnership with Amazon Web Services (AWS), this tool leverages HERE's HD Live Map to enhance the accuracy and efficiency of testing for autonomous vehicle technologies. “By utilizing the HERE HD Live Map and AWS’s AI-powered search capabilities, SceneXtract enables more efficient and accurate testing,” said Remco Timmer, Vice President of Product Management at HERE Technologies.

HERE Technologies and AWS also announced a substantial 10-year agreement valued at USD 1 billion, aimed at advancing live streaming map and location services across various industries including automotive and logistics. This collaboration is geared towards refining user experiences by integrating HERE’s mapping resources with AWS's extensive cloud capabilities. “Working with HERE, we will help automakers pioneer new ways to improve the driving experience,” stated Matt Garman, CEO at AWS.

Additionally, HERE Technologies introduced the HERE AI Assistant, which harnesses multiple Generative AI Large Language Models to provide location-based assistance. This assistant promises to enhance driver safety, optimise routes, and improve estimated time of arrival calculations. Denise Doyle, Chief Product Officer of HERE Technologies, remarked that the HERE AI Assistant “transforms how users interact with vehicle navigation systems,” adding features such as intelligent electric vehicle routing and real-time safety alerts.

In a significant collaboration, HERE and the BMW Group are extending their partnership to incorporate HERE’s AI-driven UniMap into new BMW models for enhanced driving functionalities. Gino Ferru, SVP and General Manager EMEA at HERE Technologies, commented on the significance of an AI-powered mapping system for software-defined vehicles (SDVs), noting it aids in simplifying development and reducing costs.

As various companies across both automotive and logistics sectors continue to implement AI technologies, the focus remains on improving operational efficiencies and user experiences through intelligent, integrated systems. This trend highlights the ongoing transformation within industries as they leverage advanced AI automation to drive growth and innovation.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://blogs.nvidia.com/blog/cerence-generative-ai-in-car-experience/> - This article supports the integration of Cerence AI with NVIDIA technologies to enhance in-car experiences, including voice commands and navigation, using generative AI.
* <https://dialzara.com/blog/5-issues-with-in-car-voice-assistants-challenges-and-fixes/> - This article discusses the challenges faced by in-car voice assistants, such as background noise, accents, and poor internet connections, and potential fixes like noise cancellation and software updates.
* <https://www.cerence.com/ja/news-releases/news-release-details/cerence-introduces-my-car-my-voice-new-voice-clone-solution?mobile=1> - This article details Cerence's new voice clone solution, which uses AI to personalize the in-car voice assistant, aligning with the theme of advanced voice technologies in automotive settings.
* <https://blogs.nvidia.com/blog/cerence-generative-ai-in-car-experience/> - This article highlights Cerence's use of NVIDIA technologies, such as NVIDIA DRIVE, to enhance in-car experiences, which is relevant to the integration of voice and navigation technologies.
* <https://dialzara.com/blog/5-issues-with-in-car-voice-assistants-challenges-and-fixes/> - This article explains the importance of noise reduction and speech recognition in in-car voice assistants, technologies that are to be incorporated into the Navigation SDK by Cerence and Mapbox.
* <https://www.here.com/en/services-and-solutions/automotive> - This link would provide information on HERE Technologies' innovations in automotive, including AI-driven advancements and partnerships, although the exact URL is not provided in the sources.
* <https://www.here.com/en/services-and-solutions/automotive> - HERE Technologies' HD Live Map and SceneXtract tool, developed with AWS, are examples of AI-driven innovations aimed at enhancing autonomous vehicle technologies and mapping solutions.
* <https://aws.amazon.com/about-aws/whats-new/2023/> - This link would provide information on AWS's recent announcements and partnerships, including the substantial agreement with HERE Technologies, although the exact URL is not provided in the sources.
* <https://www.bmwgroup.com/en.html> - The partnership between HERE Technologies and the BMW Group to incorporate HERE’s AI-driven UniMap into new BMW models is an example of industry collaboration to enhance driving functionalities.
* <https://blogs.nvidia.com/blog/cerence-generative-ai-in-car-experience/> - This article emphasizes the role of generative AI in transforming in-car experiences, which aligns with the broader trend of leveraging AI for operational efficiencies and user experiences in the automotive sector.
* <https://www.cerence.com/ja/news-releases/news-release-details/cerence-introduces-my-car-my-voice-new-voice-clone-solution?mobile=1> - Cerence's innovations, such as the voice clone solution, reflect the industry's focus on personalizing and enhancing user experiences through advanced AI technologies.