# Cerence teams up with Jaguar Land Rover to enhance in-car AI experience



Cerence, a leader in artificial intelligence for mobility, has announced a strategic partnership with luxury automobile manufacturer Jaguar Land Rover (JLR) to revolutionise the in-car experience across multiple vehicle lines, including the Range Rover, Discovery, Defender, and Jaguar models. This collaboration, disclosed in a press release on January 2, indicates a significant shift towards integrating AI-driven functionalities into JLR’s lineup.

The partnership aims to utilise Cerence's advanced technologies to enrich JLR's offerings by enhancing enjoyment, safety, and productivity for drivers and passengers alike. Christian Mentz, Chief Revenue Officer of Cerence AI, emphasised the importance of this collaboration by stating, “Cerence AI will collaborate with JLR to craft a new generation of in-car experiences that enhance enjoyment, safety and productivity by leveraging the latest technological advancements.”

This initiative aligns with JLR's wider strategy to produce fully electric models for its key brands. The company is committed to developing a pure electric variant for each of the Range Rover, Discovery, and Defender, while aiming to transition the Jaguar brand to an entirely electric lineup by the end of the decade.

Christine Kemp, JLR’s Chief Data and AI Officer, elaborated on the significance of this technological evolution, remarking that “a user experience enhanced by voice and AI technology is central to JLR as we advance our infotainment system to delight our customers with expanded features and a richer, more enjoyable in-vehicle journey.” The integration of generative AI is poised to be transformative, shifting the focus from standard performance metrics to creating highly personalised user experiences.

According to a recent PYMNTS Intelligence report titled “How Generative AI is Boosting Innovation for Carmakers and Drivers,” generative AI is positioned to redefine vehicle interaction by facilitating a more intuitive connection between drivers and their cars. Mentz further elaborated on the market potential, noting that “bringing generative AI into vehicles is a huge opportunity area,” emphasizing the consumer demand for continuous updates and enhancements over time.

As consumers become increasingly familiar with AI technologies in their daily routines and workplaces, their expectations naturally extend to the digital environments within their vehicles. The integration of such technology not only meets consumer demand but also enhances the overall driving experience.

In a related advancement, Volkswagen has recently harnessed Cerence Chat Pro to introduce new functionality in its vehicles, enabling drivers to have researched content read aloud while driving—a feature powered by the incorporation of OpenAI’s AI chatbot, ChatGPT, into its IDA voice assistant.

This collaboration between Cerence and JLR represents a crucial leap towards a more automated and intuitive automobile experience, reflecting current trends that highlight the merging of AI technology with traditional automotive practices.

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

## Bibliography

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2. <https://www.pymnts.com/partnerships/2025/cerence-jaguar-land-rover-partner-ai-powered-in-car-experience/> - Supports the details of the partnership, including the use of Cerence’s AI technologies to enhance JLR’s in-car experience and quotes from Christine Kemp, JLR’s Chief Data and AI Officer.
3. <https://ng.investing.com/news/company-news/cerence-partners-with-jlr-for-nextgen-ai-car-tech-93CH-1695126> - Provides information on the partnership, Cerence’s financial performance, and the integration of AI technologies into JLR vehicles.
4. <https://www.bitauto.com/news/100197377189.html> - Details the collaboration’s focus on enhancing enjoyment, safety, and productivity for JLR customers worldwide.
5. <https://www.pymnts.com/partnerships/2025/cerence-jaguar-land-rover-partner-ai-powered-in-car-experience/> - Explains JLR’s strategy to develop pure electric models for its key brands and transition the Jaguar brand to an entirely electric lineup by the end of the decade.
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10. <https://www.bitauto.com/news/100197377189.html> - Supports the broader industry trend towards incorporating AI to enhance vehicle safety and user experience.
11. <https://ng.investing.com/news/company-news/cerence-partners-with-jlr-for-nextgen-ai-car-tech-93CH-1695126> - Provides context on Cerence’s expertise in voice recognition, generative AI, and large language models integrated into over 500 million cars.
12. <https://www.pymnts.com/partnerships/2025/cerence-jaguar-land-rover-partner-ai-powered-in-car-experience/> - Please view link - unable to able to access data