# Scania partners with OpenAI to revolutionise sustainable transport using AI



Scania, a prominent player in the transport industry, has announced a strategic partnership with OpenAI to implement ChatGPT Enterprise across its operations. This collaboration forms part of Scania and its parent company, Traton Group's, overarching strategy to transform into a leader in software and data within the transport sector. Central to this initiative is the commitment to employing artificial intelligence (AI) responsibly to promote sustainable transport.

The integration of ChatGPT Enterprise will leverage OpenAI's advanced security and privacy features, along with educational initiatives designed to foster responsible AI use. According to Nicolai Skabo, EMEA Head of Sales at OpenAI, “Scania’s AI ambitions are set to boost productivity and innovation, benefiting both their employees and customers. The speed and scale of the ChatGPT rollout has been impressive, and this is only the beginning. We are thrilled to partner with them as they integrate AI throughout their business.”

To comprehensively assess the transformative potential of AI within the context of sustainable transport, Scania has partnered with the Stockholm School of Economics to conduct a scientific study. This research aims to evaluate the impact of ChatGPT on productivity and to investigate how structured educational programmes can influence the adoption and effectiveness of AI technologies. Scania anticipates that findings from this study will provide valuable insights into the advantages of integrating AI for large-scale, customer-oriented operations.

Looking ahead, Scania plans to enhance driver experiences through further integrations of OpenAI technologies within their vehicles. Jim Tolman, Technology Strategy Manager at Scania, commented, “ChatGPT and OpenAI’s innovations have redefined our expectations of machine capabilities. By sharing this long-term vision, we emphasise our commitment to innovation and spark excitement about the possibilities on the horizon.”

Additionally, the Chief Technology Officer of Scania, Sara Forsberg, highlighted the importance of this collaboration, stating, “We are one of the first sustainable transport companies to partner directly with OpenAI, positioning us at the forefront of AI adoption in the industry. By making AI tools available to all employees, we are empowering them to work smarter and more efficiently, bringing us closer to our goal of leading the shift towards sustainable transport solutions.”

As the transport industry continues to evolve with unprecedented technological advancements, Scania's collaboration with OpenAI is poised to establish significant benchmarks in AI adoption and implementation while supporting sustainable development initiatives in the sector.

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

## Bibliography

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