# SoundHound partners with Lucid Motors to launch hands-free voice assistant



SoundHound, a leading provider of voice AI technology, has announced a partnership with the electric vehicle manufacturer Lucid Motors to enhance the driving experience with a new hands-free voice assistant, named the Lucid Assistant. As detailed in a press release on January 2, the assistant leverages SoundHound’s artificial intelligence to provide an innovative, conversational interface for the Lucid Air, the company's flagship electric vehicle.

According to Dr. Jean-Philippe Gauthier, head of software engineering at Lucid, collaborating with SoundHound has enabled the development of the Lucid Assistant that extends beyond mere voice control capabilities. He stated, “In combination with Lucid’s frequent over-the-air software updates, Lucid Assistant can grow in functionality and capability over time, delivering an ever-better experience for Lucid owners.” This evolving technology is designed to respond to natural language requests and is activated by the phrase “Hey Lucid,” allowing users to engage in dialogue with their vehicles seamlessly.

The Lucid Assistant provides a range of functionalities, including answering user inquiries about the vehicle’s performance and features, referencing the full car manual, and enabling voice-activated control of essential functions such as navigation. As noted in the announcement, the technology ensures accurate responses by selecting the most suitable answer from various domains, whether utilizing generative AI for complex queries or delivering straightforward information, such as real-time data on weather, sports, and stock prices.

SoundHound will showcase the new Lucid Assistant at the upcoming CES show in Las Vegas, providing attendees with a “hands-on experience” of the assistant’s capabilities. The integration of generative AI in automotive technology is paving the way for more advanced interactive experiences. Christian Mentz, Chief Revenue Officer at Cerence, highlighted the growing flexibility of voice-enabled systems, stating that generative AI allows for “a much more conversational interaction with your vehicle compared to previous generations of AI.”

An example of this capability is found in navigation systems, where the incorporation of sophisticated language models improves response interpretation. Mentz elaborated, “For example, a driver can make a complex request like, ‘I’m hungry for a thin crust pizza,’ and the system can interpret it, bringing up route guidance to an Italian restaurant with that variety of pizza on the menu.”

As the automotive industry increasingly integrates AI technologies, the collaboration between SoundHound and Lucid Motors signifies a notable advancement in the provision of smart and responsive systems within vehicles, influencing not only user interaction but also the broader landscape of automotive technology.

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

## Bibliography

1. <https://www.pymnts.com/news/artificial-intelligence/2025/soundhound-launches-ai-pact-with-electric-vehicle-maker-lucid/> - Corroborates the partnership between SoundHound and Lucid Motors, the launch of the Lucid Assistant, and its ability to grow in functionality with over-the-air software updates.
2. <https://www.speechtechmag.com/Articles/News/Speech-Technology-News/SoundHound-and-Lucid-Motors-Partner-on-In-Vehicle-Voice-Assistant-with-GenAI-167441.aspx> - Supports the details about the Lucid Assistant's hands-free voice control, its wake words 'Hey Lucid,' and its capabilities in accessing the car manual and controlling vehicle functions.
3. <https://www.automotivepurchasingandsupplychain.com/soundhound-ai-and-lucid-motors-introduce-in-vehicle-voice-assistant-with-integrated-generative-ai/> - Confirms the integration of generative AI in the Lucid Assistant, its ability to provide real-time data and answers to vehicle-related questions, and its showcase at CES.
4. <https://www.benzinga.com/25/01/42764605/soundhound-and-lucid-group-debut-next-gen-voice-assistant-for-revolutionary-car-interactions-stocks-up> - Details the launch of the Lucid Assistant, its activation phrase 'Hey Lucid,' and its capabilities in controlling vehicle functions and providing various types of information.
5. <https://www.pymnts.com/news/artificial-intelligence/2025/soundhound-launches-ai-pact-with-electric-vehicle-maker-lucid/> - Quotes Dr. Jean-Philippe Gauthier on the collaborative development and the potential for the Lucid Assistant to evolve with software updates.
6. <https://www.speechtechmag.com/Articles/News/Speech-Technology-News/SoundHound-and-Lucid-Motors-Partner-on-In-Vehicle-Voice-Assistant-with-GenAI-167441.aspx> - Explains the assistant's ability to access the full car manual and control critical features like navigation without needing a cellular connection.
7. <https://www.automotivepurchasingandsupplychain.com/soundhound-ai-and-lucid-motors-introduce-in-vehicle-voice-assistant-with-integrated-generative-ai/> - Highlights SoundHound's proprietary approach to reduce 'AI hallucinations' and the availability of the assistant in multiple languages.
8. <https://www.benzinga.com/25/01/42764605/soundhound-and-lucid-group-debut-next-gen-voice-assistant-for-revolutionary-car-interactions-stocks-up> - Mentions the showcase of the Lucid Assistant at CES and its integration with generative AI for advanced interactive experiences.
9. <https://www.automotivepurchasingandsupplychain.com/soundhound-ai-and-lucid-motors-introduce-in-vehicle-voice-assistant-with-integrated-generative-ai/> - Details the capabilities of the Lucid Assistant in providing real-time data on weather, sports, and stock prices.
10. <https://www.speechtechmag.com/Articles/News/Speech-Technology-News/SoundHound-and-Lucid-Motors-Partner-on-In-Vehicle-Voice-Assistant-with-GenAI-167441.aspx> - Supports the idea that the integration of generative AI enhances the conversational interaction with the vehicle.
11. <https://www.benzinga.com/25/01/42764605/soundhound-and-lucid-group-debut-next-gen-voice-assistant-for-revolutionary-car-interactions-stocks-up> - Corroborates the example of complex requests, such as navigating to a specific type of restaurant, using the advanced language models.
12. <https://www.pymnts.com/news/artificial-intelligence/2025/soundhound-launches-ai-pact-with-electric-vehicle-maker-lucid/> - Please view link - unable to able to access data