

# AI-Driven Solutions for Trucks and Fleets

## Empowering safer, faster and more cost-effective journeys through personalized in-truck companion experiences

OEMs and fleet managers in the trucking market are facing myriad challenges today: from intense competition and increasing costs to keeping up with changing regulations and the rapid speed of innovation. Plus, drivers are demanding more personalized experiences while working to manage increasingly complex in-vehicle interfaces, which often come with an uptick in distractions. And, as demand for fast, delay-free movement of goods grows, the need to balance safety and driver health is paramount.

Cerence's AI-powered technology, trusted by the world's largest automakers to power immersive in-car voice assistant experiences, brings unique value to the trucking market by providing opportunities for OEMs, fleet managers and drivers alike to increase efficiency and improve driver health and safety. Integrating directly into the headunit of the vehicle, Cerence solutions enable a more connected and intuitive experience out on the road.



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## DRIVER BENEFITS

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### Improved safety

By providing an advanced driver assistance system and emergency vehicle detection, Cerence ensures that drivers are not only aware of their surroundings but also stay safe within them.

### Better health

From anti-distraction technologies that scan for sleepiness at the wheel to parking and routing assistance, Cerence helps alleviate the burdens that often negatively impact driver health.

### Engaging in-vehicle experiences

Providing enhanced connectivity and a streamlined way to engage with the increasingly complex in-cabin interface, Cerence enables personalized, natural engagement between drivers and their trucks.

## FLEET BENEFITS

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### Increased efficiency

Cerence connects drivers to real-time route optimization, truck-specific navigation and parking support that reduces both travel time and fuel consumption.

### Extended vehicle life

Between optimized routes and in-vehicle driver behavior monitoring, Cerence helps decrease maintenance needs and keeps fleets staying in better shape for longer.

### Better driver support

Cerence enables healthier, safer and more transparent relationships between fleet managers and drivers with vital sign detection, real-time driver coaching and location identification.

## OEM BENEFITS

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### Competitive differentiation

By partnering with Cerence to provide unique and immersive in-vehicle experiences, OEMs set themselves apart in a crowded trucking market.

### Brand control

With Cerence, OEMs can create custom wake-up words and voice assistant personas that match the brand, enabling full control of the in-vehicle experience.

