



Press Release

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Elektrobit (EB) announces it will be among the first Amazon Alexa automotive software integrators

EB will integrate Amazon Alexa into the car, expanding reach of natural language technology

LAS VEGAS (CES 2018, North Hall Booth #6319), January 10, 2018 – [Elektrobit](#) (EB), a leading developer of cutting-edge, embedded and connected technology solutions for the automotive industry, today announced it will create solutions aimed at helping auto manufacturers integrate Alexa into the car. This integration will leverage EB's automotive software expertise and Amazon Alexa's voice service to enable carmakers to extend their vehicles' onboard capabilities and leverage Alexa to provide a more holistic and natural human machine interface (HMI) experience in the car.

With the explosive rise of voice services, the car is now becoming the third space for consumers to leverage this technology outside of their homes and workplaces.

"Elektrobit's solutions can make it simpler and faster for automakers to integrate Alexa into their vehicles," said Ned Curic, Vice President, Amazon Alexa. "This is great news for customers and automakers alike, and a big step forward toward bringing Alexa into more customers' cars."

With Alexa in the car, customers will be able to ask Alexa to answer questions, play music, hear the news, get weather and traffic reports, control your smart home, and more.

"We're proud to work with Amazon to usher in a new era of in-car voice and natural language capabilities," said Christian Reinhard, Vice President, Projects, at EB. "In addition to providing a more personalized in-car experience, voice input interaction with an HMI is an effective way to minimize driver distraction."

EB has more than 15 years' experience in creating multimodal HMIs (voice, gesture, touch and graphics) and 11 years of continuous product development of speech and graphic user interface tools. Its HMI technology can be found in millions of vehicles that are on the road today.

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About Elektrobit (EB)

Elektrobit (EB) is an award-winning and visionary global supplier of embedded and connected software products and services for the automotive industry. A leader in automotive software with over 30 years serving the industry, EB's software powers over 1 billion devices in more than 90 million vehicles and offers flexible, innovative solutions for connected car infrastructure, human machine interface (HMI) technologies, navigation, driver assistance, electronic control units (ECUs), and software engineering services. EB is a wholly owned subsidiary of Continental. For more information, visit us at [elektrobit.com](https://www.elektrobit.com)

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