



Mahindra's XUV700 is India's first vehicle to integrate Alexa Voice AI

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Mahindra's XUV700 offers seamless integration with Alexa for hands-free access to music and news, navigation, traffic updates, smart home control, over 30,000 Alexa Skills including Shayari and Audible Suno, and more

Customers can control vehicle functions including the sunroof, climate settings, and more with just their voice – even when offline

With Alexa in the vehicle, every drive can be more productive, fun, informative, and convenient

Mumbai, August 12, 2021: The Mahindra XUV700 will be India's first vehicle to offer integrated Alexa AI, making it easier and more intuitive to navigate and stay connected, organized, and entertained. By simply asking Alexa, XUV700 customers can control vehicle functions including windows and cabin temperature, play music, listen to audiobooks, get directions, check traffic, manage their smart home, find parking, and more – all while keeping hands on the wheel and eyes on the road.

"Our vision is to bring Alexa to customers wherever they are – at home, at work, and on the go. We're thrilled to work with the Mahindra Group and make Alexa a natural part of the in-car experience," says **Puneesh Kumar, Country Leader for Alexa, Amazon India**. "Many customers have shared feedback that having Alexa around the home makes life more convenient and productive, and we can't wait to hear about their experience with Alexa in the new XUV700."

Research shows that customers increasingly prefer to bring the same voice AI they use at home into their vehicles.^[1] In India, hundreds of thousands of customers have purchased Echo devices. They like talking to Alexa and are interacting millions of times each week in English, Hindi and Hinglish. The Alexa in-vehicle experience is designed to be an extension of the Alexa experience at home, including much of what customers already know and love about Alexa – plus automotive-specific functionality including car control, navigation, and third-party Alexa skills that are designed for on-the-go circumstances, such as finding parking.

In addition to existing Alexa features – including the ability to control Alexa-enabled smart home devices from anywhere, as well as access to over 30,000 Alexa skills like *Shayari* and *Audible Suno* – XUV700 customers have access to unique benefits such as:

- **Offline access to Alexa:** Drivers often lose connectivity while driving in dense urban areas, through tunnels, in remote areas, or in parking garages. The XUV700 offers offline functionality for commands including controlling the sunroof and windows, switching to a USB or Bluetooth-connected smartphone, and adjusting the climate setting, so customers can stay productive and entertained even when vehicle connectivity is intermittent or not available.
- **Remote vehicle control from home** – When at home, XUV700 customers can use the custom Mahindra Skill for Alexa to manage vehicle information such as fuel level or tire pressure, and remotely give commands for locking or unlocking the car door, preparing the cabin temperature, and more. These custom voice-enabled features will be available across all Alexa supported devices such as Echo smart speakers, FireTV, and even the Alexa app on mobile phones.

"Today marks an important milestone as we expand access to Alexa AI in vehicles in India, and we're thrilled that it's in collaboration with an automaker as innovative and iconic as Mahindra" says **Christian Mentz, Head of Alexa Automotive International**. "We can't wait to bring this experience to XUV700 customers, and deliver ongoing updates and new features over time."

Mahindra XUV700 has leveraged the Alexa Auto Software Development Kit (SDK), which enhances functionality and reduces friction for automakers to integrate Alexa into their vehicles and build custom voice-first experiences for customers. The Alexa Auto SDK will seamlessly deliver new features and capabilities to XUV700 customers through ongoing over-the-air updates. The XUV700 with Alexa Built-in is slated to debut on 14th August.

Speaking about the first of its kind in-vehicle integration with Amazon Alexa in India, **Veejay Nakra, CEO, Automotive Division, M&M Ltd** said, "Our collaboration with a customer-obsessed leader such as Amazon comes from a single-minded focus to make our new XUV700 an SUV like no other. We are confident that this seamless integration will further enhance the ownership experience of our connected and tech-savvy customers of today."

Speaking about Alexa, **Velusamy R, Chief of Global Product Development, Automotive Division, M&M Ltd.** said, "At Mahindra it has always been our earnest endeavour to ensure that the latest technology products are available to our customers. We are excited to collaborate with Amazon Alexa to present the XUV700 as India's first vehicle with Alexa Built-in."

About Amazon

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