

Cerence Link

Turn any car into a smart, connected car.

As modern cars become increasingly connected, the gap between new and old models widens. Drivers who don't have the latest and greatest built into their cars are left without smart and connected features that would enhance their safety, productivity and comfort on the road.

Enter Cerence Link, a software- and hardware-based portfolio of products that bridges the gap between today's AI-powered smart cars and those that aren't as technologically advanced. Inclusive of an OBD-porting device and rich mobile app experience, and with Cerence Connected Vehicle Digital Twin as its foundation, Cerence Link provides unmatched convenience and peace of mind for users.

A powerful solution for both consumer and enterprise applications, Cerence Link is a B2B2C product that turns any car into a smart car, delivering compelling value to users and unlocking new revenue for our enterprise customers.



Cerence Link

For...	
Automakers & Car Dealers	Leverage vehicle data to deliver better customer service, improve customer loyalty, and grow service revenues. Provides a direct information feed to understand vehicle usage patterns and generate input for future product planning.
Fleet Owners & Operators	Monitor vehicle and driver data and analyze driver behavior and safety to lower maintenance and insurance costs and ensure regulatory compliance.
Telcos	Increase new accounts and average revenue per user by selling Cerence Link as an accessory with additional data services.
And more...	Insurance, service, and roadside assistance providers.

FEATURES

OBD-port device that connects Cerence Link to the car and enables integration and interaction with the car's sensors, accelerometer, and more.

iOS and Android mobile app interface, including AI-powered voice assistant, location-based services, and more.

DRIVER BENEFITS

- **Safety:** Driver behavior monitoring, impact detection, car location, and geofencing.
- **Security:** Tow alerts and emergency calling.
- **Peace of mind:** Push notifications for events such as warnings for low fuel or battery and remote monitoring of multiple cars.
- **Convenience:** Vehicle status information, trip history, roadside assistance and maintenance reminders.

