Headline: Hyundai, Amazon partner to increase innovation

Deckhead: Improved experiences, cloud transformation among benefits

Hyundai and Amazon are partnering to bring innovative new experiences to customers. It’s launching online sales of Hyundai vehicles in the U.S. this year.

The automaker also is naming AWS as its preferred cloud provider to help facilitate digital transformation and the Alexa Built-in experience coming to Hyundai’s next-generation vehicles.

“Hyundai is a very innovative company that shares Amazon’s passion for trying to make customers’ lives better and easier every day,” said Amazon CEO Andy Jassy. “Our broad, strategic partnership should do just that, from changing the ease with which customers can buy vehicles online, to making it simple to use Alexa in Hyundai vehicles for entertainment, shopping, smart-home adjustments, and calendar checks, to enabling Hyundai to transform their customer experiences and business operations by moving to AWS. We look forward to inventing together for many years.”

More details around what Amazon and Hyundai are announcing today include:

**Vehicle Sales –** In 2024, auto dealers for the first time will be able to sell vehicles in Amazon’s U.S. store, and Hyundai will be the first brand available for customers to purchase. This new digital shopping experience will make it easy for customers to purchase a new car online, and then pick it up or have it delivered by their local dealership at a time that works best for them. Customers will be able to search on Amazon for available vehicles in their area based on a range of preferences, including model, trim, color, and features, choose their preferred car, and then check out online with their chosen payment and financing. This new shopping experience will create another way for dealers to build awareness of their selection and offer convenience to their customers.

**Cloud Transformation –** Hyundai has selected AWS as its preferred cloud provider to accelerate its digital transformation using broad and industry-leading AWS capabilities – from compute, storage, database and analytics to generative AI and Internet of Things (IoT). As part of a new multiyear agreement, Hyundai will become a more data-driven organization with a cloud-first technology strategy, migrating its current on-premises applications – which support everything across research, product engineering, and customer engagement – to AWS. Hyundai will prioritize business cases like manufacturing and supply chain to help optimize production and minimize costs, security and disaster recovery for resiliency, and connected vehicle development to bring new features to drivers around the globe.

**In-Vehicle Solutions** – Starting in 2025, customers who purchase Hyundai’s next-generation vehicles will be able to access the hands-free Alexa experience they have at home, while in their car. Hyundai drivers will be able to ask Alexa to play music, podcasts, or audiobooks, set reminders, update to-do lists and check calendars. Customers will also be able to control their smart home from the road, such as asking to warm up the house on their way home, double-checking doors are locked, and managing smart lighting and Alexa routines. Drivers will also be able to ask Alexa for up-to-date traffic updates or weather reports and voice-control the in-vehicle media player or navigation system – with certain Alexa features accessible even when internet connectivity is intermittent or not available.

Cutline: TAKING OFF – Hyundai and Amazon are partnering to deliver innovative customer experiences and cloud transformation. Image: NewsPress USA.