The main innovation is the assistant's ability to maintain long conversations, understand the context of requests, and provide relevant information during trips. The system will use Google Maps data to find points of interest, restaurant reviews, and provide recommendations in near real-time.

According to Mercedes representatives, the existing MBUX assistant, which works with commands like "Hey, Mercedes," will gradually be updated to support the functions of the new AI-based assistant. However, the exact timelines and models that will receive the update have not yet been disclosed.

Google emphasizes that their AI platform, using Gemini technology and Vertex AI development tools, is specifically adapted for automotive use. The new version of MBUX will have four key features: naturalness, predictability, personalization, and empathy. The assistant will be able to ask clarifying questions to better understand the driver's requests.