

Ford is getting ready to put AI assistants in its cars

The annual Consumer Electronics Show is currently raging in Las Vegas, and as has become traditional over the past decade, automakers and their suppliers now use the conference to announce their technology plans. Tonight it was Ford's turn, and it is very on-trend for 2026. If you guessed that means AI is coming to the Ford in-car experience, congratulations, you guessed right.

Even though the company owes everything to mass-producing identical vehicles, it says that it wants AI to personalize your car to you. "Our vision for the customer is simple, but not elementary: a seamless layer of intelligence that travels with you between your phone and your vehicle," said Doug Field, Ford's chief EV, design, and digital officer.

"Not generic intelligence—many people can do that better than we can. What customers need is intelligence that understands where you are, what you're doing, and what your vehicle is capable of, and then makes the next decision simpler," Field wrote in a blog post Ford shared ahead of time with Ars.

As an example, Field suggests you could take a photo of something you want to load onto your truck, upload it to the AI, and find out whether it will fit in the bed.

At first, Ford's AI assistant will just show up in the Ford and Lincoln smartphone apps. Expect that rollout to happen starting early this year. From 2027, the AI assistant will become a native experience as new or refreshed models are able to include it, possibly starting with the cheap electric truck that the automaker tells us is due next year, but also gas

models like the Expedition and Navigator.

<https://arstechnica.com/cars/2026/01/in-car-ai-assistant-coming-to-fords-and-lincolns-in-2027/>