



DS AUTOMOBILES

PRESS RELEASE

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DS AUTOMOBILES RECEIVES THE SMARTBEST 2025 AWARD FOR INCORPORATING ChatGPT



- The AUTOBEST Jury awards SMARTBEST 2025 to DS Automobiles, the first manufacturer in the world to offer ChatGPT as standard on all its models with DS IRIS SYSTEM.
- The SMARTBEST 2025 award was given to DS Automobiles by the prestigious AUTOBEST jury, made up of 31 members in 31 European countries.
- DS Automobiles has once again been rewarded for the pioneering nature of its technology, and more particularly for integrating ChatGPT generative artificial intelligence with DS IRIS SYSTEM, a connected, intuitive, ergonomic information ecosystem that can be fully personalised.

DS Automobiles is a pioneering brand that's been able to serve its customers with artificial intelligence, and this hasn't escaped the attention of the AUTOBEST jury members, who are now rewarding the Brand's technical daring by giving it the SMARTBEST 2025 award.

"We are honoured to receive the SMARTBEST 2025 award, a prestigious accolade given by a very large jury from more than 30 European countries. We were pioneers in the integration of ChatGPT into the automotive world and we are now very proud that our vision for the technology of the future has been recognised. DS IRIS SYSTEM and ChatGPT, in each of our models, make generative artificial intelligence accessible for a seamless, intuitive and immersive travel experience."

Olivier François, DS Automobiles CEO

DS Automobiles was the first brand in the world to embed the ChatGPT artificial intelligence unit in its models as standard, enabling all its customers to turn every journey into a unique travel experience.

In December 2023, DS Automobiles had already been given a "Pioneer Award" by the German magazines Auto Bild and Computer Bild when it announced the project to integrate ChatGPT into the speech recognition in each of its models. Also, in October this year, the Brand was honoured with the bronze award for innovation from Auto Moto magazine.

Today, DS IRIS SYSTEM with integrated ChatGPT is available on DS 3, DS 4, DS 7 and soon on DS N°8, the Brand's new flagship.

The ChatGPT feature is part of the Connect Plus Pack offering, which already combines Connected Navigation, Remote Controls and Remote E-Controls, Connected Alarm, Send2Nav and even EV Trip Planner and e-Routes (depending on the model). This pack is offered as standard on all DS Automobiles models for a period of three years.

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ÀBOUT DS AUTOMOBILES

Founded in Paris in 2014, DS Automobiles is a premium brand aiming to embody the French art of travel. Thanks to an exceptional heritage, exemplified by the 1955 DS and enriched by the wealth of French culture, DS Automobiles offers a global and diverse range with DS 3, DS 4, DS 7 and DS 9.

Designed for a clientele seeking something different, who want to travel the world and enjoy every moment, DS creations stand out through their charismatic style, interior refinement, sophisticated technology and first-class comfort. Combined with a suite of bespoke services, they offer a unique brand experience before, during and after each journey.

With numerous records since its entry into Formula E in 2015, including two double Teams' and Drivers' titles, DS Automobiles is at the forefront of electrification and sells each of its models in an electrified version. The Brand offers 100% electric drivetrains as well as self-charging and plug-in hybrids with up to 360 horsepower and 4-wheel drive. In 2024, DS Automobiles is accelerating its transition to all-electric with the arrival of DS N°8, a new model offering up to 750km range.

With a presence in 40 countries, the DS brand has an exclusive distribution network of over 450 DS STORES around the world.

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