



Amazon brings Echo Auto to the UK and Republic of Ireland

June 17, 2020

Add the power of Alexa to your car for just £49.99

Eight-mic array and far-field technology means you can talk to Alexa over music, A/C, and road noise

Just ask to play music, check the news, make calls, manage your calendar and much more

LUXEMBOURG – 17th June 2020 – Amazon today announced Echo Auto is coming to the U.K. and Republic of Ireland. Echo Auto is the first Echo device designed for use on the road, giving you an easy and affordable way to add the power of Alexa on the go. Echo Auto is available from today on [Amazon.co.uk](https://www.amazon.co.uk) as well as Argos, Dixons and Very.co.uk for just £49.99

“Customers tell us they want to take Alexa with them everywhere they go. We’re delighted to offer them an easy way to add Alexa to the car they already own.” said Eric Saarnio, Vice President, Amazon Devices EU. “With Echo Auto, customers can now enjoy the convenience of Alexa on the road, giving them the ability to play music, make calls, continue their audiobook, play games, manage their reminders and more—all just by using their voice.”

Echo Auto features a custom-designed eight-microphone array which has been designed to account for challenging in-car acoustics, enabling Alexa to hear commands over music, air conditioning and ambient road noise. Powered by your car’s 12V power outlet or integrated USB port, Echo Auto connects to your stereo system through a 3.5 mm audio jack or Bluetooth. Echo Auto connects to Alexa through the Alexa app on your smartphone, iOS or Android, and uses your existing phone’s data plan for connectivity and to access a range of Alexa features such as music, calling and more.

With Echo Auto, just ask Alexa to hear your morning news, listen to an Audible audiobook and more. You can also set reminders to pick up your dry cleaning on your way home, control your smart home devices, build your shopping list or manage your calendar—all while your eyes stay on the road.

With tens of thousands of skills and counting, Alexa is always getting smarter. Skills are like apps and help you do more, such as play relaxing sounds or test your music knowledge. Just say, “Alexa, what are your top skills?”

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