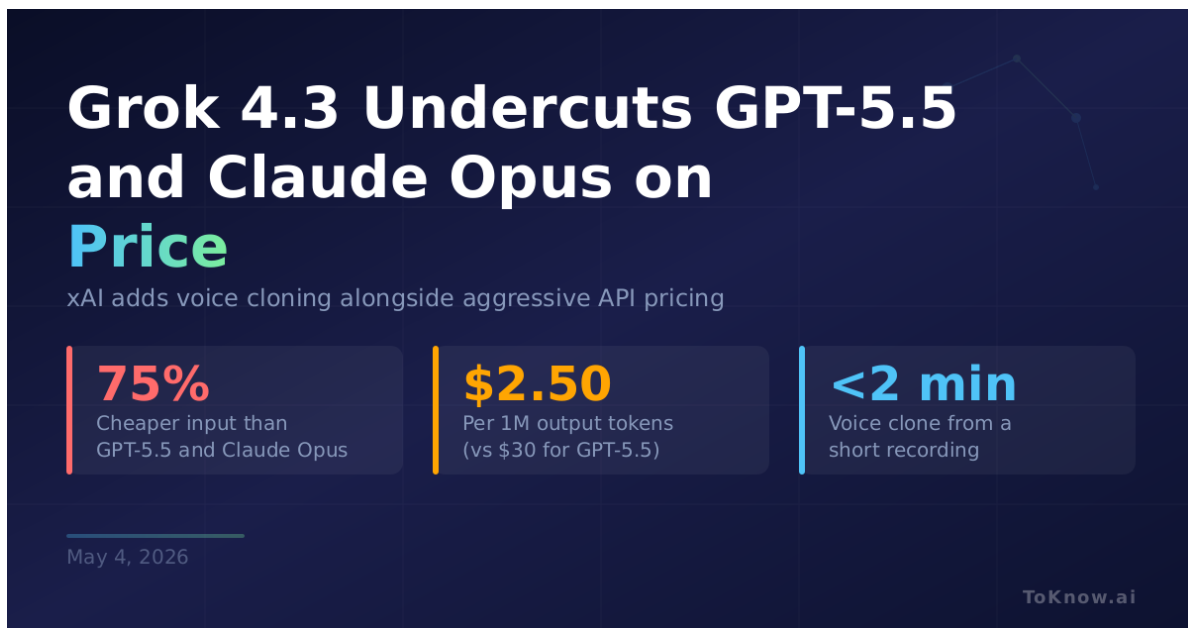


xAI Grok 4.3 Undercuts GPT-5.5 and Claude Opus on Price, Adds Voice Cloning

Kabui, Charles

2026-05-04

[Read at ToKnow.ai](#)



xAI released Grok 4.3, its latest flagship model, at \$1.25 per million input tokens and \$2.50 per million output tokens with a one-million-token context window. That is 75% cheaper on input and over 90% cheaper on output than both OpenAI's [GPT-5.5](#) (\$5/\$30) and Anthropic's [Claude Opus 4.7](#) (\$5/\$25), and undercuts mid-tier models like GPT-5.4 and Claude Sonnet 4.6 on output costs too. Separately, xAI launched [Custom Voices](#) on April 30: record about a

minute of speech, pass a passphrase identity check, and receive a production-ready voice clone in under two minutes. The cloned voice works across xAI's text-to-speech and [voice agent APIs](#) at no extra charge beyond standard rates (\$4.20 per million characters for TTS, \$3/hour for real-time).

A million output tokens on GPT-5.5 costs \$30; on Grok 4.3, the same costs \$2.50, a 12x difference. Voice cloning at no additional cost lets any app add personalized synthetic speech without a separate vendor. A solo developer can now ship a custom-voiced AI assistant backed by a frontier-class model for a fraction of what the same setup cost six months ago. xAI also expanded its built-in voice catalog to over 80 voices across 28 languages, with two-stage speaker verification to prevent unauthorized cloning.

This signals a broader commoditization of frontier intelligence. When one provider sells comparable output at one-tenth the price and bundles voice synthesis with a million-token context, it compresses margins for everyone. The question is shifting from “who builds the smartest model” to “who can sustain these prices.”

For more context on this week's other major AI developments, see [AI News Mashup: Grok 4.3 Drops Prices, Claude Gets Security Mode, Pentagon Signs AI Deals](#).

Sources:

- [xAI Grok 4.3 Model and Pricing](#)
- [xAI Custom Voices and Voice Library](#)
- [OpenAI API Pricing](#)
- [Anthropic API Pricing](#)

Disclaimer: For information only. Accuracy or completeness not guaranteed. Illegal use prohibited. Not professional advice or solicitation. Read more: [/terms-of-service](#)