

Automotive dealer training in Germany

Introduction:

40% of all new cars have DAB+, mostly as an option as standard-fit is not yet common in Germany.

With a second national multiplex on the way, consumer interest in DAB+ is growing, as shown in a recent [Google survey](#).

Car dealers aren't really aware of DAB+, with more focus on car financing and, as Germany drivers are often quite interested in their cars, there is not always much of a consultation on car features before the vehicle is bought. Most of the times, people come into the showroom with a printout of the features they want with their new car.

Germany: DAB+ status

Population	81.6 million
DAB+ coverage	96%
DAB services on air	150
New cars sold with DAB	39%
DAB receivers sold	9.9 million

The activity

There are four DAB+ consultants who help train and educate car salespersons. Their focus is ensuring that dealers keep their customers happy, avoiding upset drivers who realise they can't get all their favourite stations on FM, or those who want their car to better maintain its value with a future-proof radio.

Around 1,500 car sales representatives per year are trained, especially in the big cities and approximately €80,000 has been invested so far in these training sessions.

"There are four DAB+ consultants from Digital Radio who train car salespersons all over Germany. We see an increase of around 30% of new cars sold with DAB+ after the training session took place and after the sales staff realized that DAB+ is future-proof. No one wants a dissatisfied customer who complains that they couldn't listen to the radio in South Tyrol, Switzerland or Great Britain." *Carsten Zorger, Digital Radio Deutschland*



Stefan Schenk, Ford Group, Bavaria, discusses dealership training

Conclusions and next steps

After the training session there is an increase in sold DAB+ devices in cars by about 30% per dealer, although naturally this slightly diminishes over time. The training is planned to continue for as long as it's needed.

Contact/further information

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