The UK has approximately 36 million vehicles on the road, including 4 million vans and lorries. One third of all cars already have DAB and around 500,000 radios and adapters have been sold in the car aftermarket.

A national retailer converting cars called Halfords has 470 outlets. There are also over 800 independent retailers, some of which are mobile, converting cars. With nearly all new cars sold with DAB as standard, a major area of focus is in converting cars and commercial vehicles already on the road.

From October 2017 to February 2018 a pilot project was undertaken to assess the communications, capacity and products required to convert the UK car parc to digital radio. It was a local collaboration in the county of Surrey between broadcasters, retailers, garages and radio manufacturers.

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