

digitalradio

- A major milestone has been reached this week with one third of all new cars (33.3%) in Q4 2012 now having digital radio as standard, according to CAP/SMMT.
- This compares with 25.5% in Q3 2012, 20.8% in Q4 2011 (a year ago) and just 7.5% in Q4 2010 (two years ago).
- In Q4 2012 there was a 76% increase in the number of cars registered fitted with digital radio as standard compared with Q4 2011.
- In a strong year for UK car sales , with sales up 5.3% up year on year , 8 out of the top 10 cars sold in 2012 now offer digital radio as standard or have plans to do so in 2013 (1. Ford Fiesta , 2.Vauxhall Corsa ,3. Ford Focus , 4. Vauxhall Astra , 5. VW Golf , 7 BMW 3 Series , 8. VW Polo , 10. BMW 1 Series)
- This is further evidence of the progress being made on digital radio by the vehicle industry and reflects the impact of the commitments made by major manufacturers such as Ford , Vauxhall, VW and BMW to transition to fully digital .
- Ford Ennals, CEO of Digital Radio UK, says: “Reaching one third of new cars with digital radio as standard is a major milestone and shows real momentum from the automotive industry in the transition to digital radio. This is great news for motorists who want to listen to digital radio stations in their cars and good news for Government who plan to make a decision on a radio switchover later in the year.”