

Digital Radio News

35.4% of new cars with digital radio



Monday 15 April 2013



Today Digital Radio UK announced that 35.4% of new cars now come with digital radio as standard, according to new Q1 2013 CAP/SMMT data released today, an increase from 22.5% in Q1 2012 and from 9.9% in Q1 2011. In Q1 2013 there were 215,000 cars sold with digital radio as standard which represents 70% growth since Q1 2012.

This growth reflects a major shift in the policy of leading vehicle manufacturers who have committed to fitting digital radio as standard. In early 2013 100% of new BMW model registrations had digital radio, 81% of new VW models and 73% of new Ford models. This follows recent news from Audi who announced that from this month (April 2013) all their new models will have digital radio as standard.

UK new vehicle sales were at record levels in Q1 2013. The Society of Motor Manufacturers and Traders announced last week that registrations in Q1 rose by 7.4% to 605,198 units. The top 10 selling models in March 2013 [see table below] from SMMT show the Ford Fiesta with DAB as standard at number 1 [image below].

TOP TEN SELLERS

- 1 Ford Fiesta
- 2 Vauxhall Corsa
- 3 Ford Focus
- 4 VW Golf
- 5 Vauxhall Astra
- 6 Nissan Qashqai
- 7 VW Polo
- 8 BMW 1 Series
- 9 Peugeot 208
- 10 Mercedes C Class



Ed Vaizey, Minister for Culture, Communications and the Creative Industries, says: *“More than a third of all new cars are now rolling out of the factory with a digital radio fitted as standard. It is great to see the car industry embracing digital radio and provide drivers with the full range of stations now available. More and more manufacturers are switching to digital and by the end of the year the majority of new cars should be fitted with digital radios.”*

Ford Ennals, CEO of Digital Radio UK, says: *“This is a tipping point for digital radio in-car. In a record sales quarter there has been a major shift with the leading manufacturers such as BMW, VW and Ford now having the majority of their new models with digital radio as standard. Drivers really love digital radio and we see the continuing growth of digital radio in-car as inevitable with the commitment of most vehicle manufacturers and the continued expansion of local DAB coverage across the UK road network.”*

About Digital Radio UK

Digital Radio UK works with Government, broadcasters, manufacturers, retailers, and a wide range of stakeholders to accelerate digital listening, to enable the expansion of the digital radio platform, and to ensure that industry meets the consumer-led criteria to be achieved for a proposed radio switchover. Digital Radio UK’s Board comprises representatives from the BBC, RadioCentre, Arqiva, Global Radio, Bauer Media, Real and Smooth Ltd. and Absolute Radio, together with Intellect and the Society of Motor Manufacturers and Traders.

For further information

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