



DIGITAL RADIO UK PRESS RELEASE

VOLVO GOES DIGITAL



Iconic Swedish brand Volvo will have digital radio as standard in new models from the end of June, it was announced at an industry digital conference in central London today.

CEO of Digital Radio UK Ford Ennals, speaking today at the Intellect industry “Future of Digital Entertainment” conference, welcomed the announcement from Volvo, which follows other best-selling vehicles in the UK including Ford, Volkswagen, BMW, Audi, and Mini which also have digital radio as standard. Nick Connor, Managing Director of Volvo Car UK, said that digital radio “immeasurably enhances the in-car listening experience” and that it was a fantastic addition to their cars that their customers would love.

According to the latest CAP/SMMT data from March 2013, 36.4% of new vehicle registrations now have digital radio as standard. The majority of cars are expected to have digital radio as standard by the end of 2013.

Well-known for its Swedish heritage and advanced safety technology, Volvo is a firm family favourite and consistently a top 20 car brand in the UK. Volvo has a network of 109 dealers in the UK and the bestselling Volvo is the V40 [\[above\]](#).

The newly-enhanced Volvo range for 2014 includes the new S60, V60, XC60, V70, XC70 and S80 models featuring revised styling, enhanced equipment and lower emissions. All of the models



feature new front and rear profiles plus enhanced equipment levels, including DAB radio as standard. Optional items offered include integrated exhaust pipes, and the addition of new technology such as the world-first cyclist detection to help these new vehicles stand out from the competition. The full Volvo range will feature digital radio as standard from the end of June, except the XC90 which will follow next year.

For motorists there is more good news as DAB coverage is being expanded across the UK with a priority on providing robust coverage on motorways and major road networks. BBC national DAB coverage is being built out from 94% to 97% of the population and national commercial DAB coverage expanded from 85% to 90%, with this summer's launch in Northern Ireland. As part of the Digital Radio Action Plan planning for a future radio switchover, an agreement between broadcasters and Government has led to the launch of a series of new digital transmitters which will boost local DAB coverage to over 70% in the first phase with coverage of 90% being planned.

Ford Ennals, CEO of Digital Radio UK, speaking at the Intellect Conference in London, says: *"Volvo is an iconic brand and it is great news that Volvo is fitting digital radio in all their new cars, giving listeners the full choice of BBC and commercial radio stations they love while on the move."*

Communications Minister Ed Vaizey said: *"It's good news that Volvo is switching to fitting digital radios as standard. Many car manufacturers are switching to digital, providing more drivers with more choice. The industry is moving over to digital more and more with most new cars expected to have digital radio as standard by the end of the year."*

Nick Connor, Managing Director of Volvo Car UK, said: *"Digital radio immeasurably enhances the in-car listening experience and ensures that your favourite songs can be heard in perfect clarity on your radio station of choice. It's a fantastic addition to our cars that we're sure our customers will love."*

Wendy Williamson, Development Manager, SMMT says: *"The motor industry continues to invest in radio's digital future by providing digital radio in new cars. Volvo is a welcome addition to the list of manufacturers offering DAB as standard."*

KEY FACTS (sources: RAJAR Q1 2013, CAP/SMMT)



- 36.4% of new cars have digital radio as standard (CAP/SMMT March 2013)
- 34.3% of listening is now to digital platforms, digital listening hours up 14% year on year
- 50% of UK adults listens via a digital platform each week
- 44% of UK adults have a digital radio set at home
- 20% of radio listening takes place in-car

Intellect is the trade association for the UK's tech sector which includes the IT, telecoms and electronics industries. The Intellect "Future of Digital Entertainment" Conference is being held in London on 12 June 2013.

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

Ford Ennals will be available for interviews at the Intellect Conference on 12 June. Please contact Jane Ostler, Communications Director, Digital Radio UK.

Jane.ostler@digitalradiouk.com 07817 411240