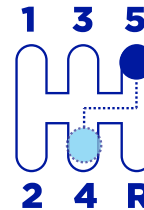


## RADIO IN CARS IS CHANGING GEAR...



### ESSENTIAL

Radio is a vibrant digital, hybrid, personalised medium. 82% of people would not consider buying a car without a radio.



### SPREADING

Digital radio sales are booming, with a +16% year on year growth since 2009.



### DOMINANT

Radio dominates in car audio options with 74% share of all listening. Radio is the soundtrack of the driving experience.



### RESILIENT

Radio transmission is the most efficient and reliable means to deliver news, entertainment and security traffic information in cars.



### SEAMLESS

Digital radio seamlessly links to analogue to give the driver the best possible radio experience in all countries.



### SALES DRIVER

Digital Radio receivers are fast becoming an essential feature. Without digital radio car listeners are already missing out on popular services across Europe. 80% of UK cars now comes with digital radio.

## ...MOVE ON THE DIGITAL RADIO LANE

