

We talked to 1,500 new car owners in the UK, France and Germany. Many of their dashboards feature Bluetooth, CD players, and fancy

A car **MUST** have a radio

82%

82% of car buyers say they would never consider a car without a radio. All countries, demographics, and age groups felt equally strongly about this. A car without a radio won't sell

Our **Daily routine**

When driving, radio's part of the routine. 84% of car buyers 'always' or 'mostly' listen to the radio on EVERY journey.









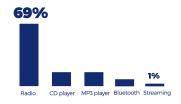
eatbelt

Radio



Car buyers value radio above everything else

We asked people to choose just one single entertainment source they'd keep above all others. The results surprised even us!



"Effortless: One button and you're in."

"Vital component of a car. Like tyres and steering wheel."

"Wouldn't drive without my friend. Can't imagine my car without it."

"It's always on. It's part of my life."

"It links me to the outside."

"A car without a radio? Like apple pie without the custard!"