

## NEED GREAT RADIOS

We talked to 1,500 new car owners in the UK, France and Germany. Many of their dashboards feature Bluetooth, CD players, and fancy smartphone features. We wanted to see where Radio fits in.

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.



**84%**  
Listen to radio



Seatbelt

Ignition

Radio

It's the 'entertain me' button

When we asked drivers WHY they love listening to the radio, they told us it's all about variety and choice.



## 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!

**69%**



Radio

CD player

MP3 player

Bluetooth

Streaming

If the car's the pie, radio's the custard

**"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!"