



Getting the message to car drivers/buyers

REVVING UP DAB+ VEHICLES SALES

Selling cars today ...



Selling cars today ... is not about selling cars



Yes, there was some fingerprinting





Clear commitments & a bit of good will

Policy/strategy announcement

Information sessions @ FEBIAC Academy

Norkring 'helpdesk' for FEBIAC members

Promotion campaign by public radio stations

Joint effort @ Brussels Motor Show





Zin in een nieuwe auto?
Kies het model, de kleur...
Maar ga voor een DAB+ radio!

Envie d'une nouvelle voiture ?
Choisissez le modèle, la couleur...
Mais optez pour la radio DAB+ !



Selling cars **tomorrow** ...
is not about selling anymore



Selling cars



USING A VEHICLE OR
MOBILITY SERVICE

Vehicle interface or
Personal device?

