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The Situation In The UK

- 37 million vehicles on the road
- 2 million new cars sold per year
- 8 million used car sales every year
- Halfords dominant aftermarket retailer
- Little demand for installations in franchise dealers
- Developed garage sector does not fit radio
- 500,000 aftermarket units sold annually



2014-2018

- Close work with the supply chain and SMMT
- Launch of great aftermarket products
- Development of point-of-sale at retail and online
- Ongoing on air communications on commercial radio
- Training of quality digital radio installers
- Growth in sales in the aftermarket—500k total market







DR 0 °C
HOME
DIG. RADIO

PURE

BMW PROFESSIONAL

AUDIO

RADIO

10:18

digitalradio 

Challenges In The Aftermarket

- Lack of awareness amongst drivers
- Limited number of Tick Marked installers
- Cost of aftermarket receivers for drivers
- Lack of self-fit adapters at major retailers
- Lack of understanding of consumer experience
- Streaming and voice coming soon!





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Surrey Pilot

- **Manufacturers** provided products
- **Broadcasters** ran ads, editorial and competitions
- **Retailers** increased point-of-sale
- **Garages** up-skilled to fit radios for the first time
- **Digital Radio UK** ran consumer research

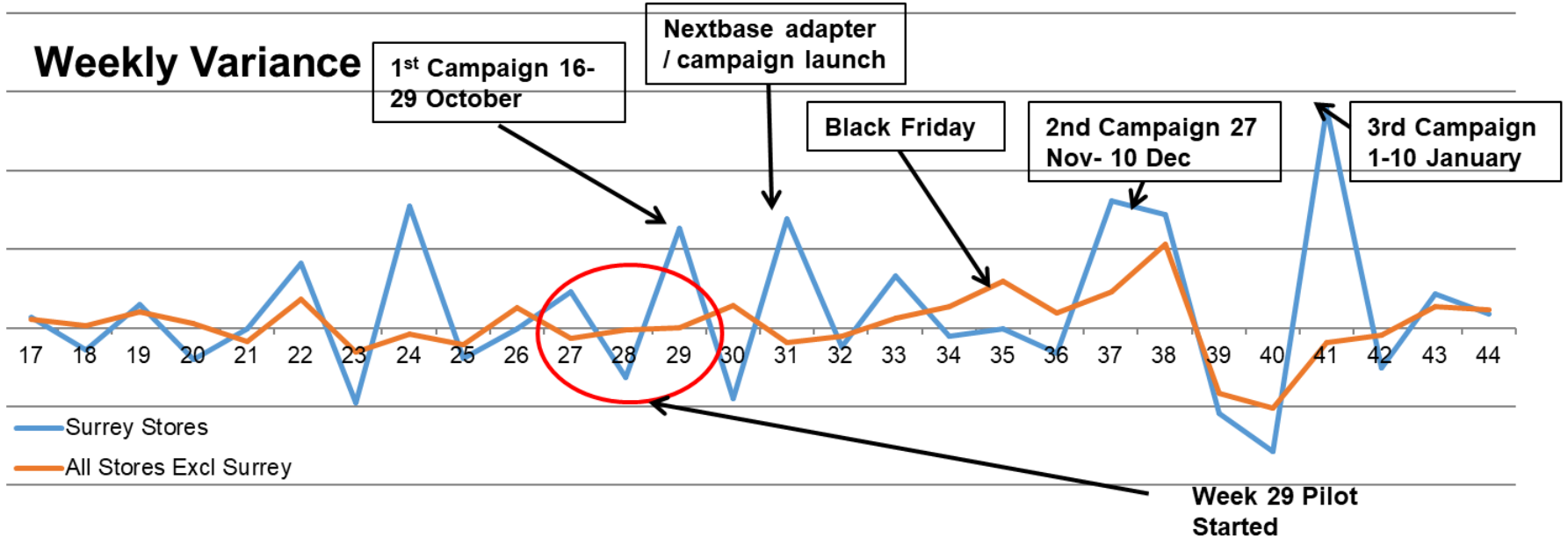




Consumer Learnings



Consumer Learnings



Awareness of in-car digital radio up from 53% to 64%



Listeners planning to upgrade went from 51% to 74%



95% of listeners know where they'd go to upgrade
New car, retailer, garage or self-fit



80% of drivers were happy with their new radio



Retail Learnings



Surrey

Upgrade your car radio
to digital radio



Get a digital radio or adapter fitted in your car
and get over 50 stations, including:



And many more...







New Installers



Broadcaster Learnings



BBC
SURREY



heart



Conclusions

- Focussed local comms can raise awareness and interest
- Converting interest into action and sales is very difficult
- Garages can offer conversion with a service/MOT
- Scaling of car conversion capability is possible
- Most people would recommend a DAB adapter

