

## **DIGITAL RADIO UK PRESS RELEASE**

### **MERCEDES BESTSELLER GOES DIGITAL**



It was announced today by Digital Radio UK that automotive manufacturer Mercedes has launched its best-selling model with digital radio as standard.

The new Mercedes C-Class, their best-selling model, launches this month with digital radio as standard for the first time [see image]. Mercedes is moving to have DAB digital radio as standard across their range and now has 60% of its models with DAB digital radio as standard.

Mercedes is one of the leading vehicle brands in the UK with a 4.8% market share of new vehicles in the UK (source: SMMT 2013).

In the UK, 55% of new car registrations have digital radio as standard (*source: CAP/SMMT April 2014*) up from less than 5% four years ago. 21.4% of all radio listening takes place in car (*source: RAJAR Q1 2014*).

**Minister for Culture, Communications and the Creative Industries Ed Vaizey said:** *“It’s good news that many car manufacturers are switching to digital as this provides drivers with a much greater choice of radio stations.”*

**Ford Ennals, CEO of Digital Radio UK, says:** *“This is great news for Mercedes drivers as we know how much drivers love listening to digital radio and they don’t want to miss a thing in*

*their car. This summer there's so much to choose from on digital radio, including coverage of the Brazil World Cup on talkSPORT and BBC Radio 5 live, as well as a great summer of music on the BBC and commercial radio stations."*

**Helen Boaden, Director of Radio at the BBC, says:** *"We are delighted that now even more car drivers will be able to listen to our digital-only stations while they're on the move."*

**Mike Hawes, CEO of the Society of Motor Manufacturers and Traders, says:** *"This announcement shows the continued support from the automotive sector for digital radio. We are pleased that good progress continues to be made in the line-fitting of digital radio by manufacturers."*

### **About Digital Radio UK**

Digital Radio UK works with Government, broadcasters, manufacturers, retailers, and a wide range of stakeholders to accelerate digital listening, to enable the expansion of the digital radio platform, and to ensure that industry meets the consumer-led criteria to be achieved for a proposed radio switchover. Digital Radio UK's Board comprises representatives from the BBC, RadioCentre, Arqiva, Global Radio, Bauer Media and Communicorp, together with techUK and the Society of Motor Manufacturers and Traders.

### **For further information**

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