

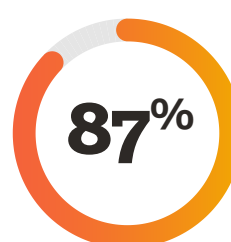
Music Is What Consumers Want In-Vehicle – But Where Do They Get It? AM/FM RADIO!



AM/FM radio still rules the vehicle interior, according to new consumer data from Xperi*. It is where consumers go for their number one entertainment choice: music, which the majority rank as 'essential' to their driving experience. AM/FM radio is also where most go for their second most popular in-vehicle entertainment choice: local news and information. This is especially important because consumers are not giving up their vehicle any time soon.

Consumers Are Holding Onto Their Vehicles

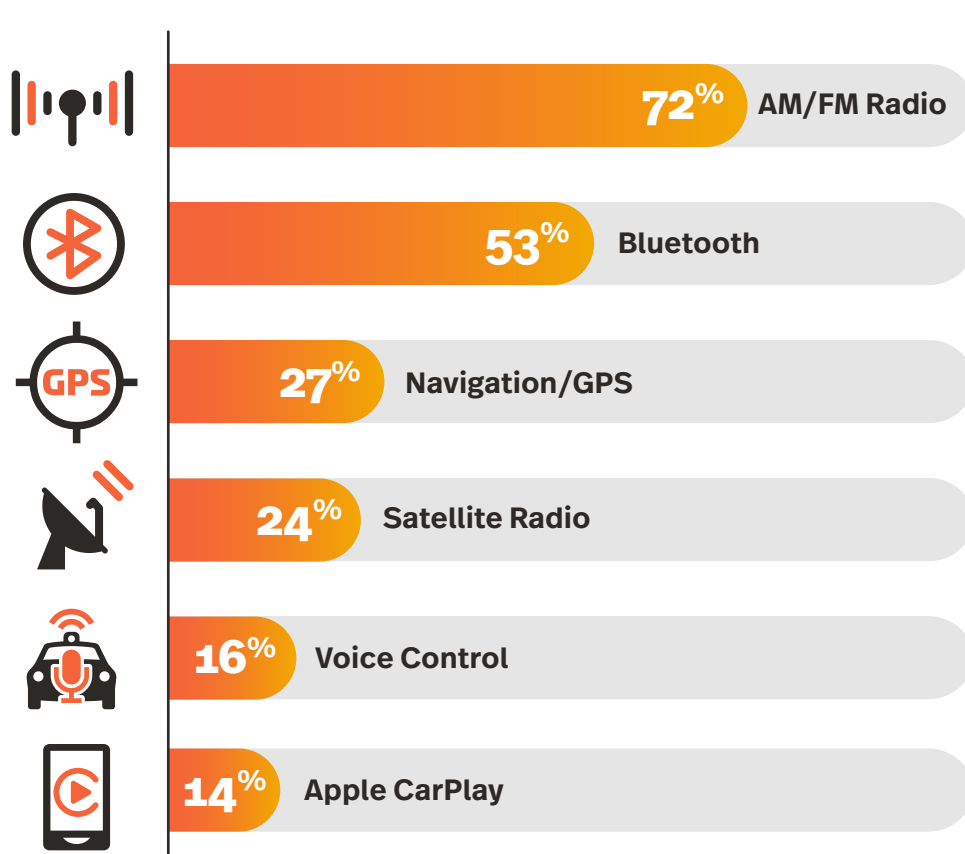
Only 13% say they're likely to give up their personal vehicle in the next few years.



AM/FM Radio Is the Most Used Feature In-Vehicle, Far Outpacing Satellite Radio and Apple CarPlay®

72% use AM/FM radio versus 14% using Apple CarPlay

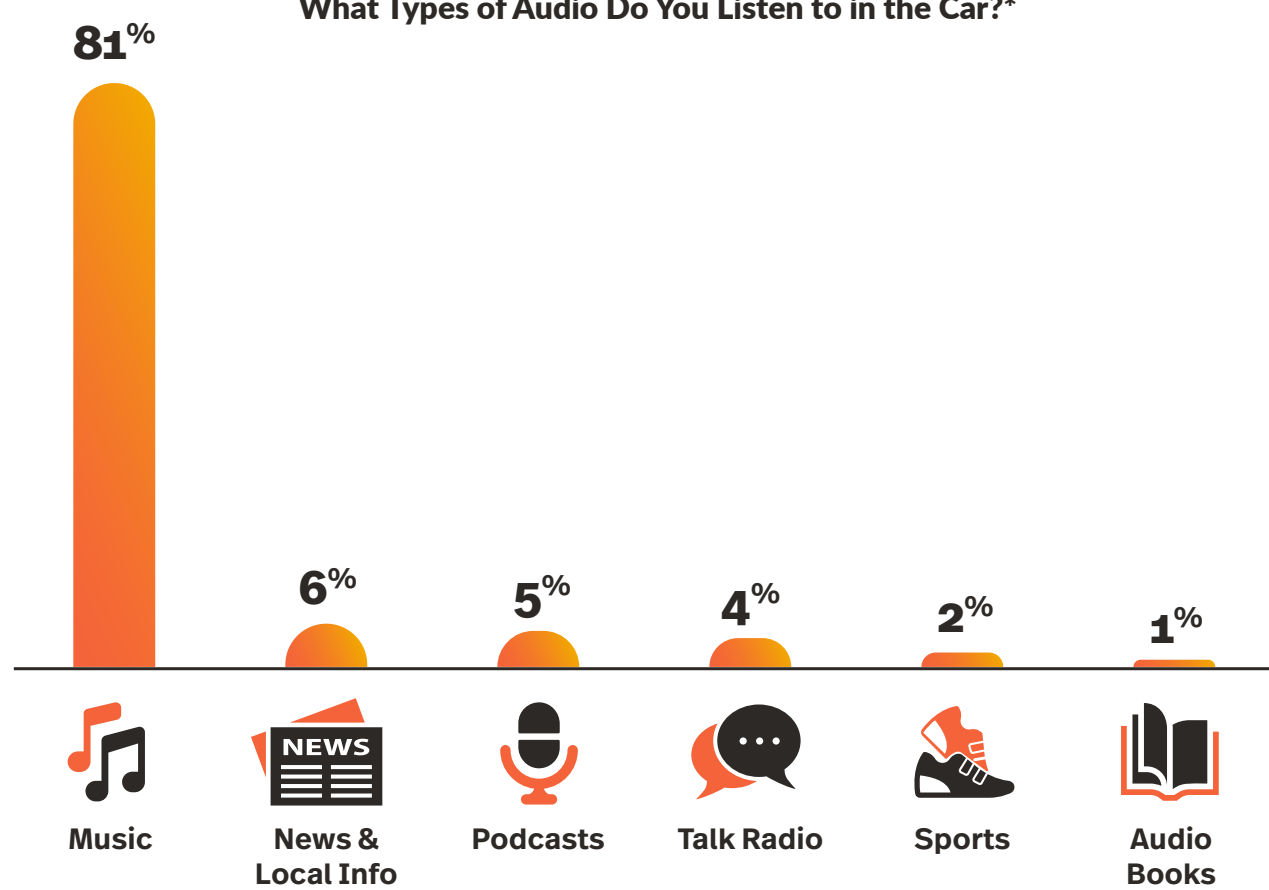
Which of the Following Do You Use in Your Car?



Music Is the Most Popular Choice

Of those who listen to audio in the car, 81% say music is primarily what they listen to.

What Types of Audio Do You Listen to in the Car?*



*Of those who listen to audio in the car.

Music Is Essential to Consumers' Driving Experience

Only 11% say it isn't...

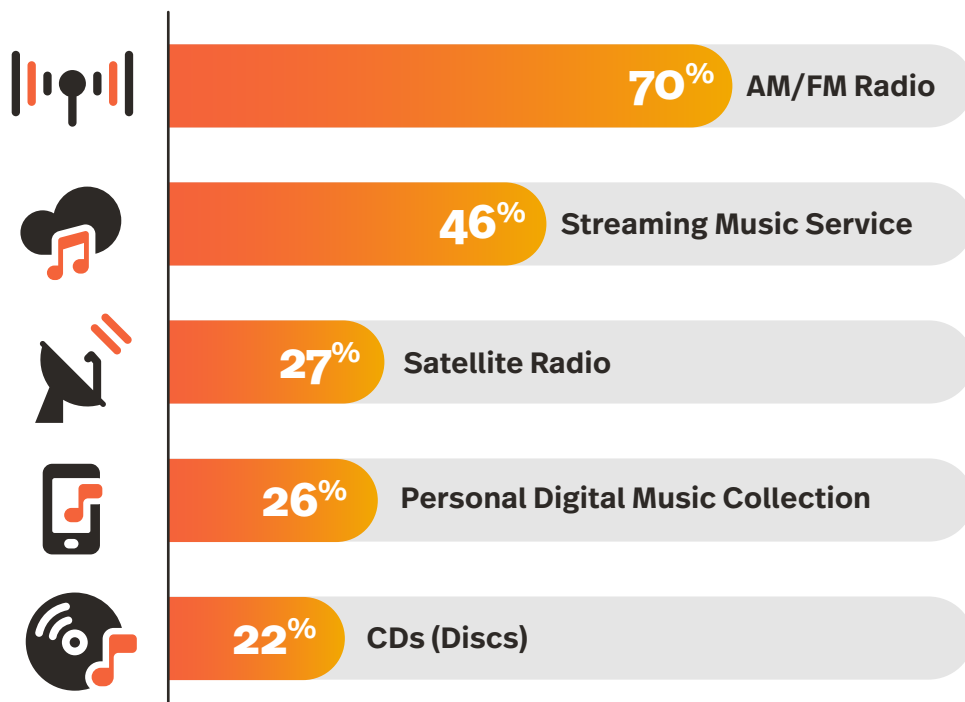


Say Listening to Music Is Essential to the Driving Experience

Consumers Overwhelmingly Turn to AM/FM Radio for Their In-Vehicle Music

Of those who listen to music in the car, 70% source it from AM/FM radio.

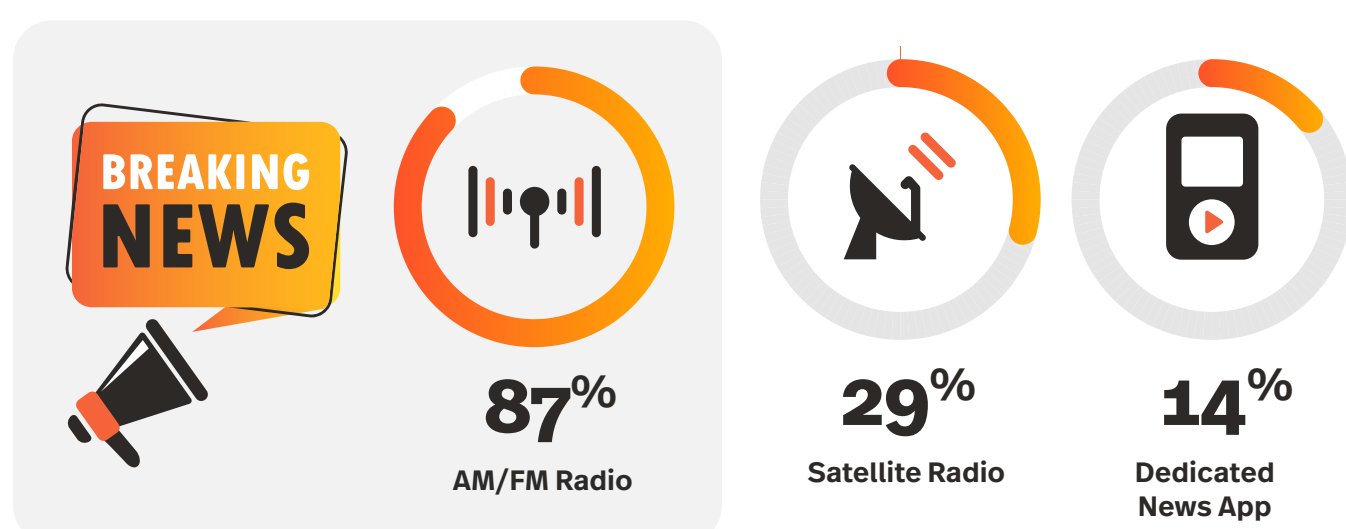
When You Listen to Music in the Car, Where Do You Get It?



Local News and Radio Is Second Most Popular Choice

87% get it from AM/FM Radio.

When You Listen to News & Local Information in the Car, Where Do You Get It?



Conclusion

As the data makes clear, the importance of the personal vehicle to consumers is strong, music is what they are listening to while driving, and radio is where they source it. HD Radio, which is available in 95+ million vehicles, is key to the digital transition of this most important of mediums – providing crystal clear audio, artist info, bookmarks, real time updates and more. And, as the survey confirms, consumers are happy with HD Radio (89%), which reaches over 400 million listeners across 2600 radio stations worldwide.