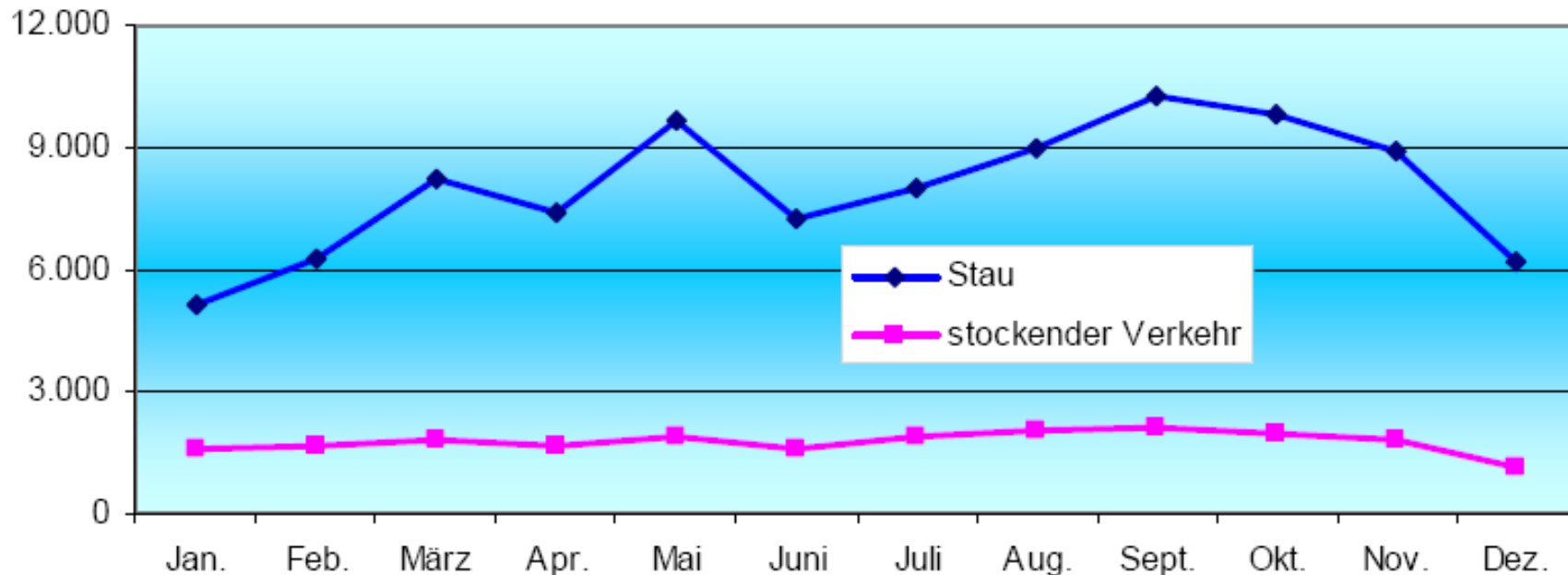

„Transport and DAB – a Symbiosis“

**WorldDMB Car Manufacturers Work Shop
Wednesday 27th May 2009,
Hildesheim/Germany**

**Dr. Volker Schott
Transport Unit
Association of Automotive Industry**

Why road transport needs DAB - difficult traffic situation

volume of advices about congestion on German highways in 2006



source: ADAC

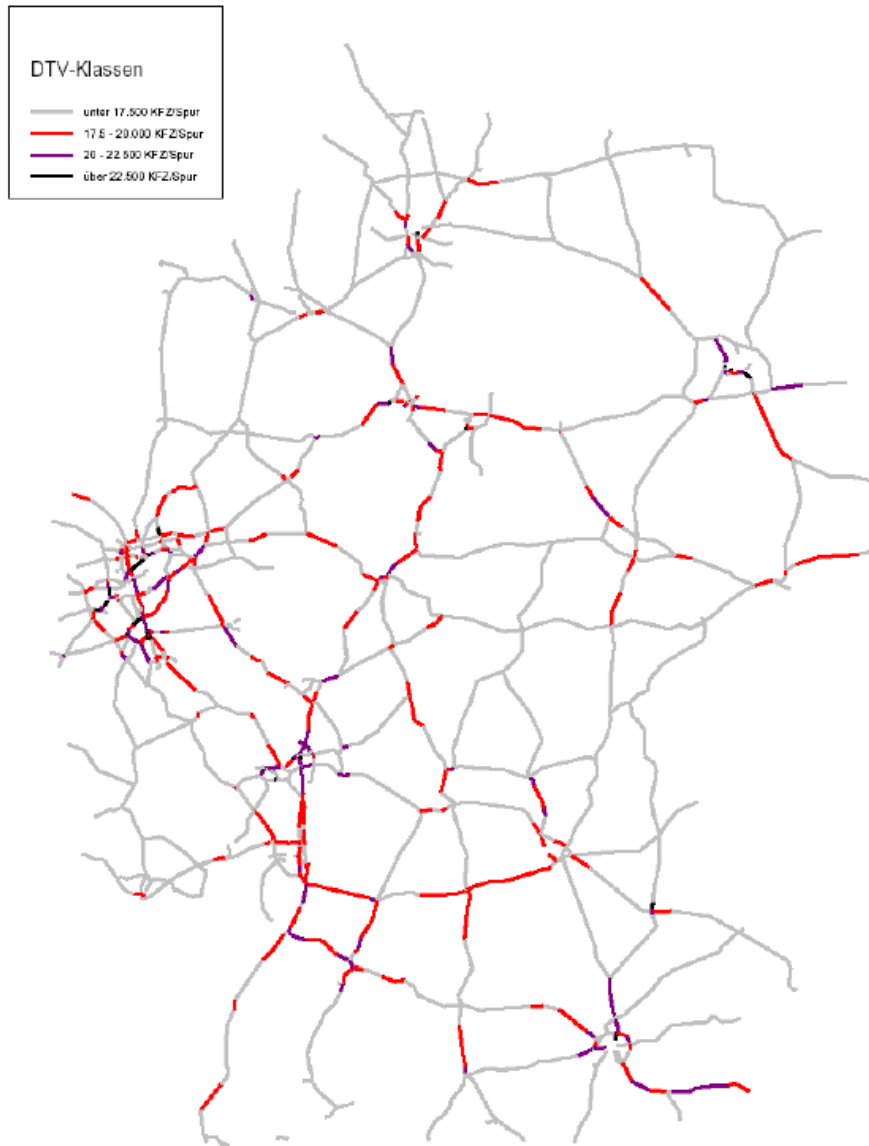
- **approximately 27% of highway-km are „highly burdened“ (< 60 km/h in peak time)**
- **daily congestion (< 20 km/h) on more than 200 highway-km**

source: Ifv, Cologne

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Why road transport needs DAB – difficult traffic situation



**Sections with congestions
in the German highway
network in 2020 (in spite
of road extension)**

source: ADAC

VDA

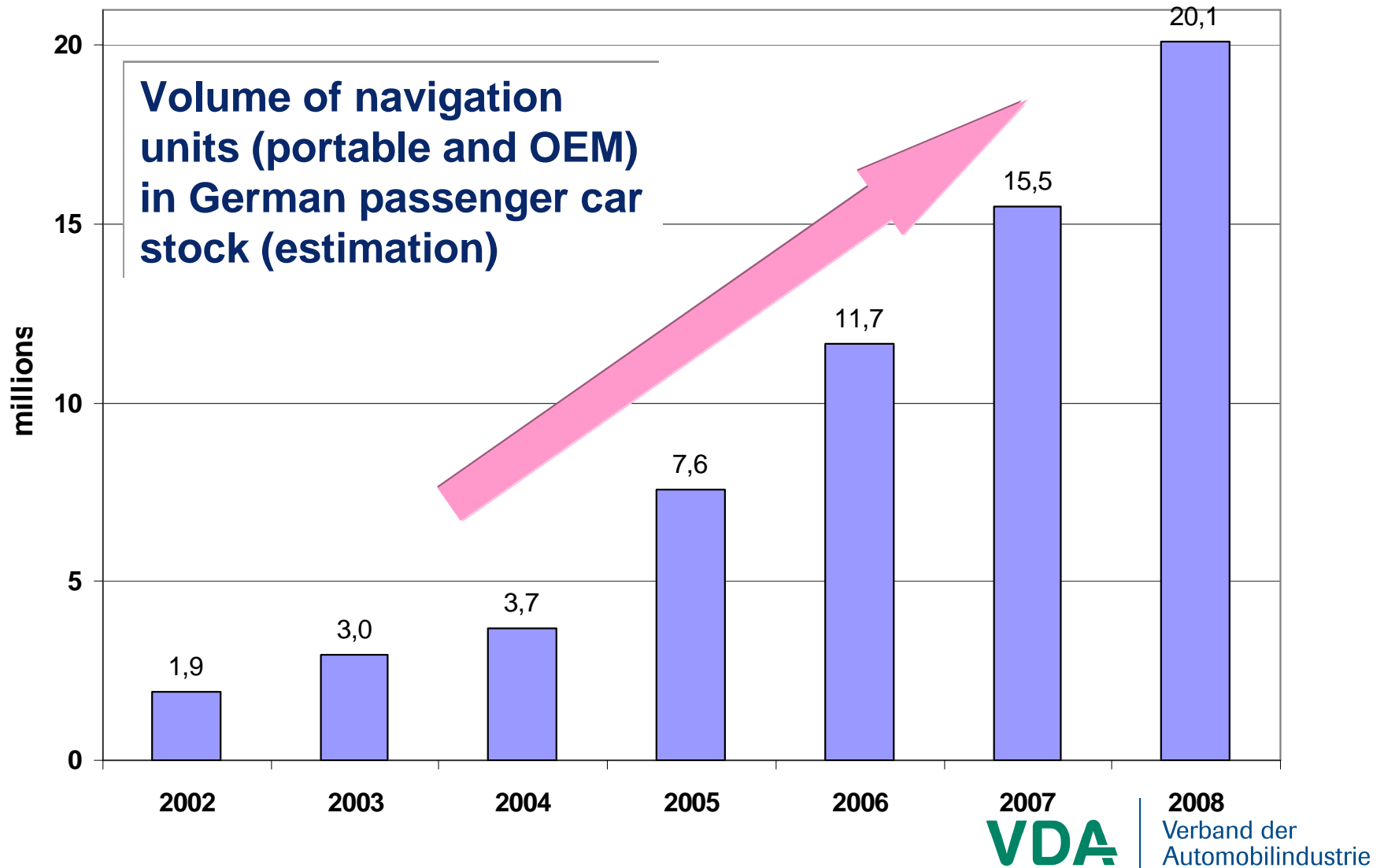
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Why road transport needs DAB – advantages of DAB in relation to TMC

Much more transmission capacity \Rightarrow more information and more detailed information:

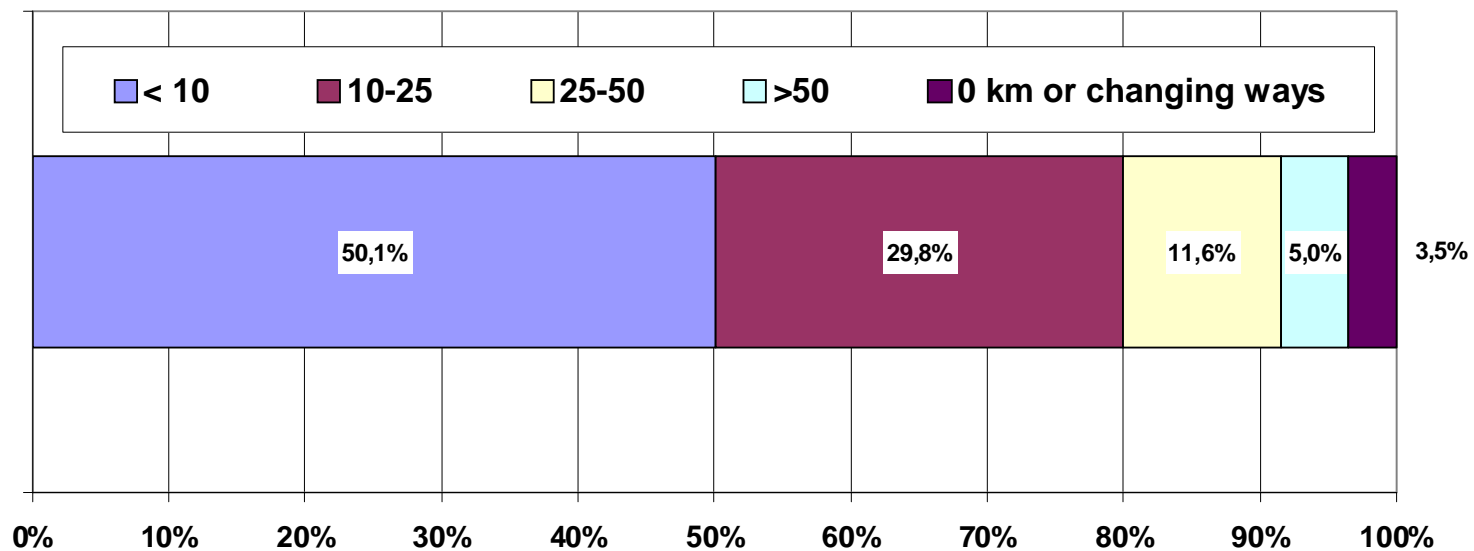
- DAB makes the provision of road users with informations even for the dense and filigree city road network possible (urban roads = 40% of length of all roads (km))
- The spacious exactness of traffic informations is much higher (informations are given almost for metres-sections instead of highway-sections between two highway connections)
- DAB makes the provision of road users with individualized data services possible

Why road transport needs DAB – demand for navigation is high



Why road transport needs DAB – demand for dynamic navigation is high: user groups

- 31,4 Mio. employees, 65% use the car for their way to the job:
km for x% of employees (one-way)



- > 5 Mio. company cars, \varnothing 30.000 km/year/car

source: VIZ (BMVBS), Bundestag, VDA

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Why road transport needs DAB – demand for dynamic navigation is high

tsd. km driven/year/car	share of passenger cars	volume of passenger cars
>0	100%	46.570.000
>5	97%	45.172.900
>10	78%	36.324.600
>13	50%	23.285.000
>16	31%	14.436.700
>20	26%	12.108.200
>25	13%	6.054.100
>30	8%	3.725.600
>35	4%	1.862.800
>50	2%	931.400

source: DAT, VDA



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Why road transport needs DAB – demand for dynamic navigation is high

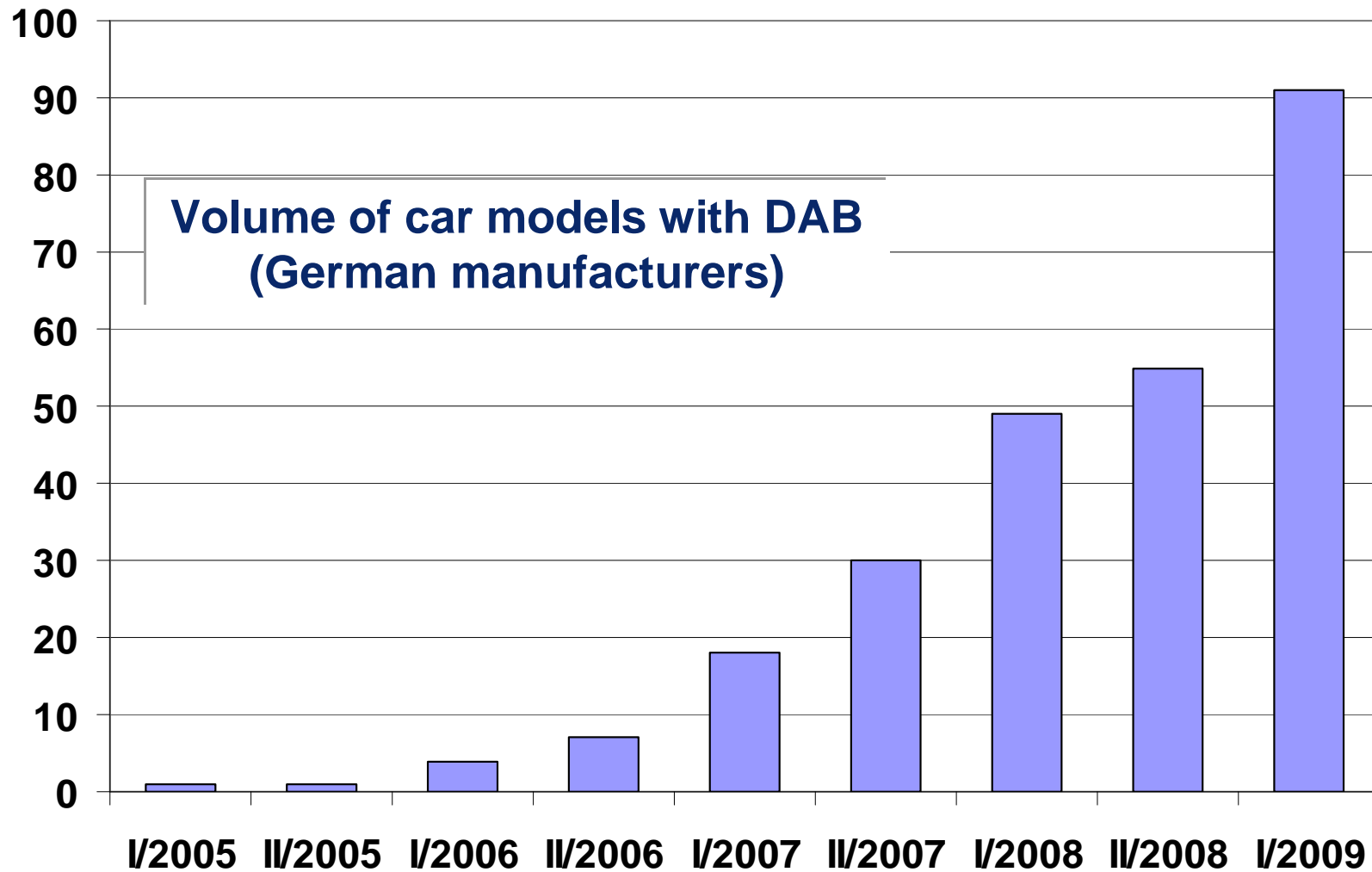
- **2,3 mio. lorries (Ø 26.200 km/year)**
- **1,9 mio. semi-trailer tractors (Ø 93.800 km/year)**

source: VIZ (BMVBS)

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Why DAB needs road transport – car fleet is an important distribution platform



source: VDA

Why DAB needs road transport – car users are an important target group

- **Approximate 45 Mio. radio receiver in German car fleet**
 - **In car radio is by far the most frequently used medium (radio: 74,5%; CD 14,5%; cassette 3,2%; MP3/iPod 2,7%)**
 - **34,7% of car drivers or car passenger use radio usually 7 days a week.**
- ⇒ **share of car radio-hours in the radio-hours of all radio users > share of the number of car radios in all radios)**
- **Car users listen to the radio more frequently, longer and more attentively than other radio users**