

10/11/2016

# Radio's place in the car

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OUR KNOWLEDGE IS YOUR **POWER**

# WorldDAB Automotive 2016

## AGENDA

- 01 About JATO
- 02 DAB in cars : 2015-2016 and 2014-2015-2016 status
- 03 DAB in cars : Country overview in 7 Markets
- 04 Comparison in detail



**01** **ABOUT**  
**JATO**



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# ABOUT JATO

## OUR HERITAGE

### *What do we do?*

- We research information for passenger cars & commercial vehicles including:
  - Detailed vehicle specifications published in real-time.
  - Vehicle prices, option prices & option build rules.
  - Comprehensive vehicle sales & registration information allowing detailed market analysis.
  - Real-time market news service, aggregating >30,000 articles a year.
  - Manufacturer sales incentives.
  - Total cost of ownership information.
  - Tailor-made programmes, reports & analysis
- The leading global supplier of automotive intelligence.
- Founded in 1984, by Jake Shafran, entrepreneur.
- Over 617 (59% in Research) people in 51 locations worldwide covering more than 56 markets & expanding

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IS YOUR  
POWER



# WHERE THE DATA COMES FROM?

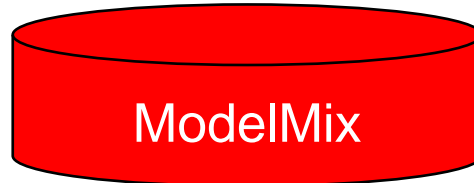
## Source-data:

Krafftahrt-Bundesamt, Statistik Austria



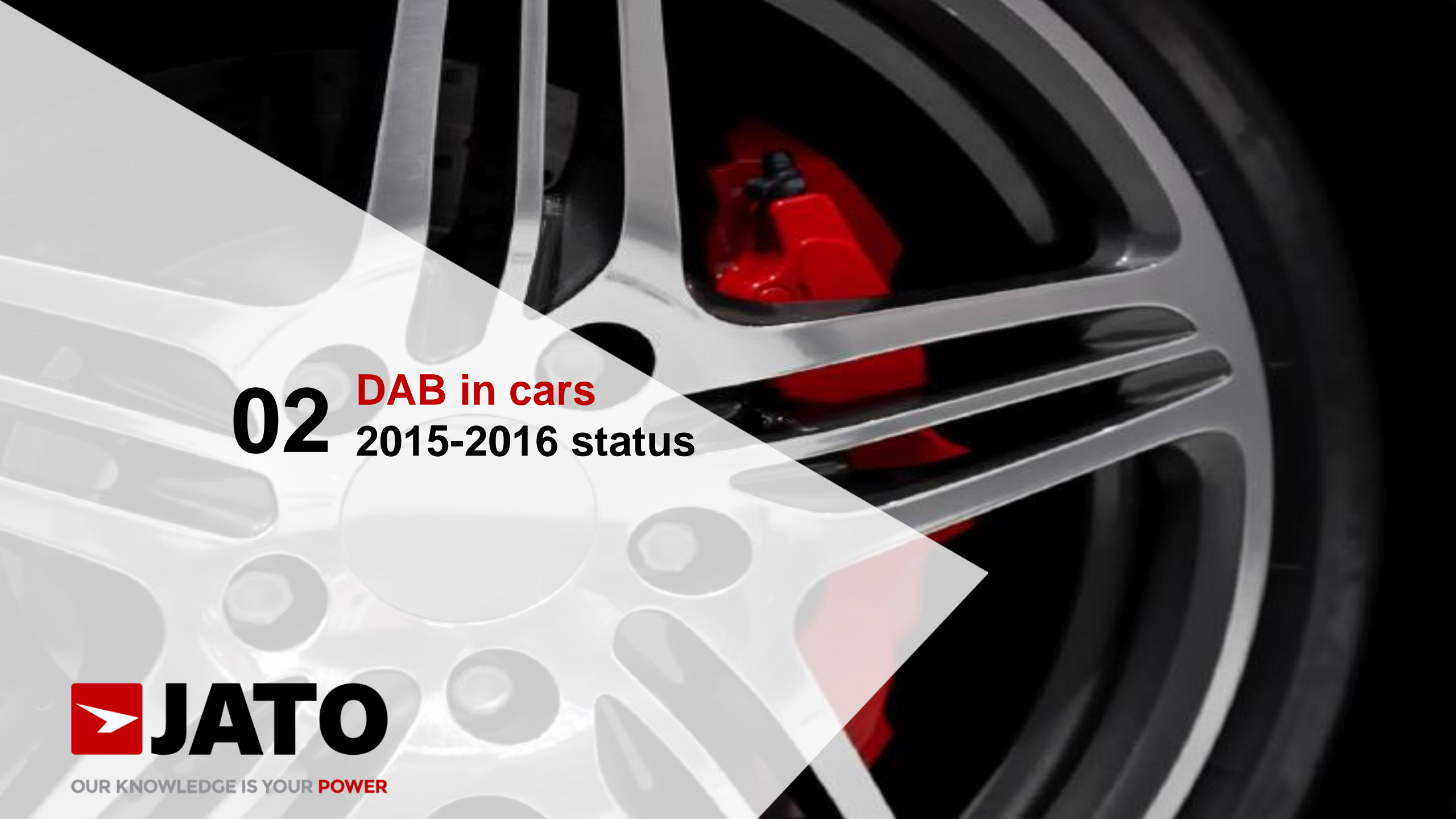
## JATO market research:

OEM, importers, secondary sources



## Automated process:





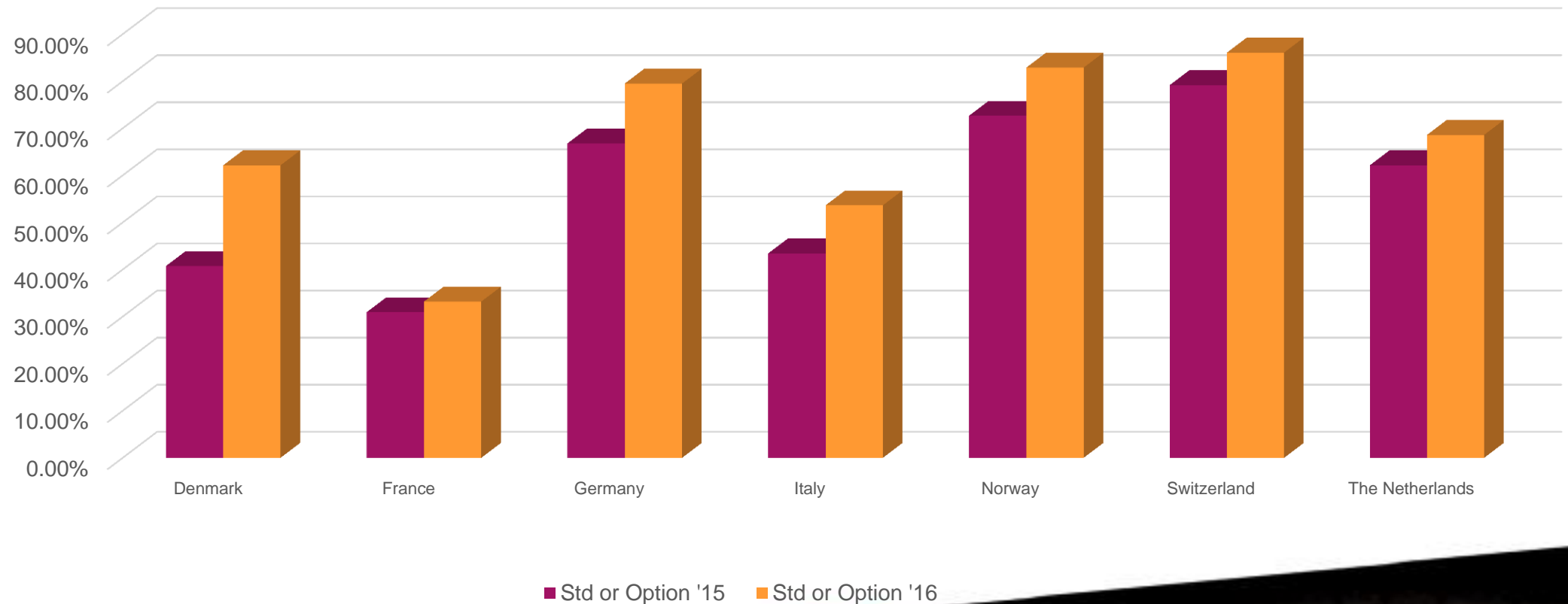
**02** **DAB in cars**  
**2015-2016 status**



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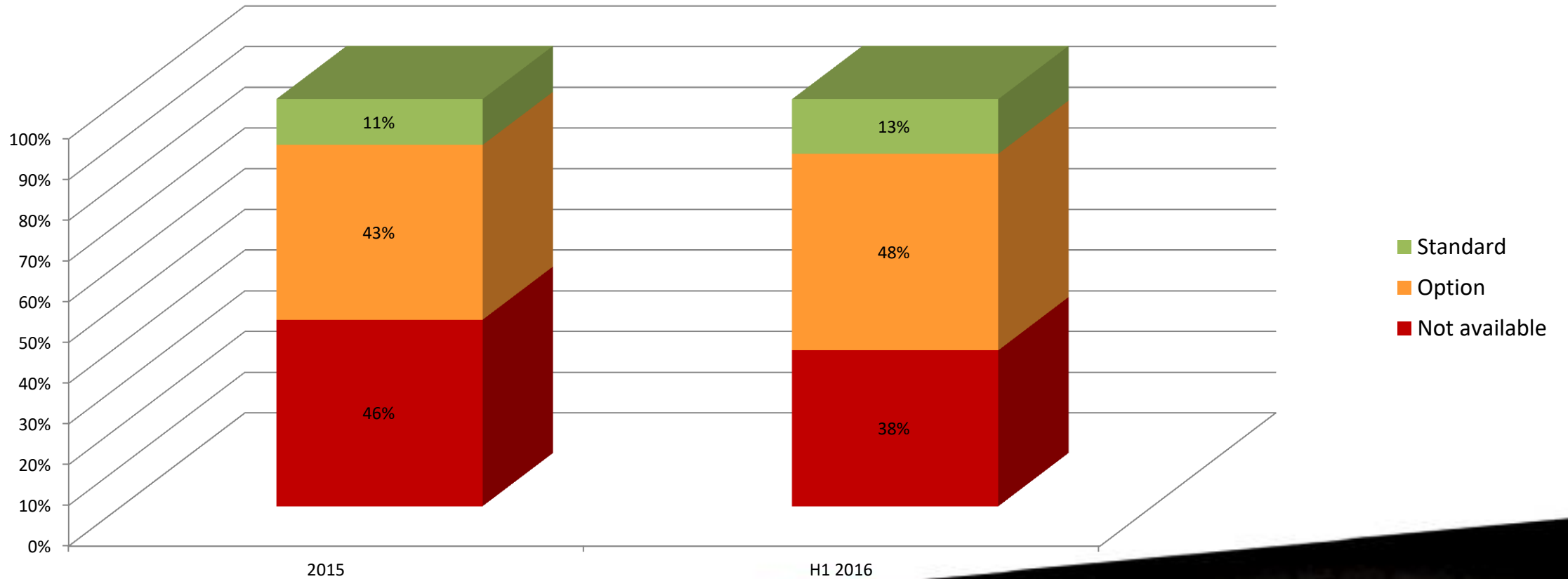
# DAB STANDARD OR OPTION - AVAILABILITY PER COUNTRY

## Cars registered in 01-12/2015 versus registered in 01-06/2016



# AVAILABILITY OF DAB

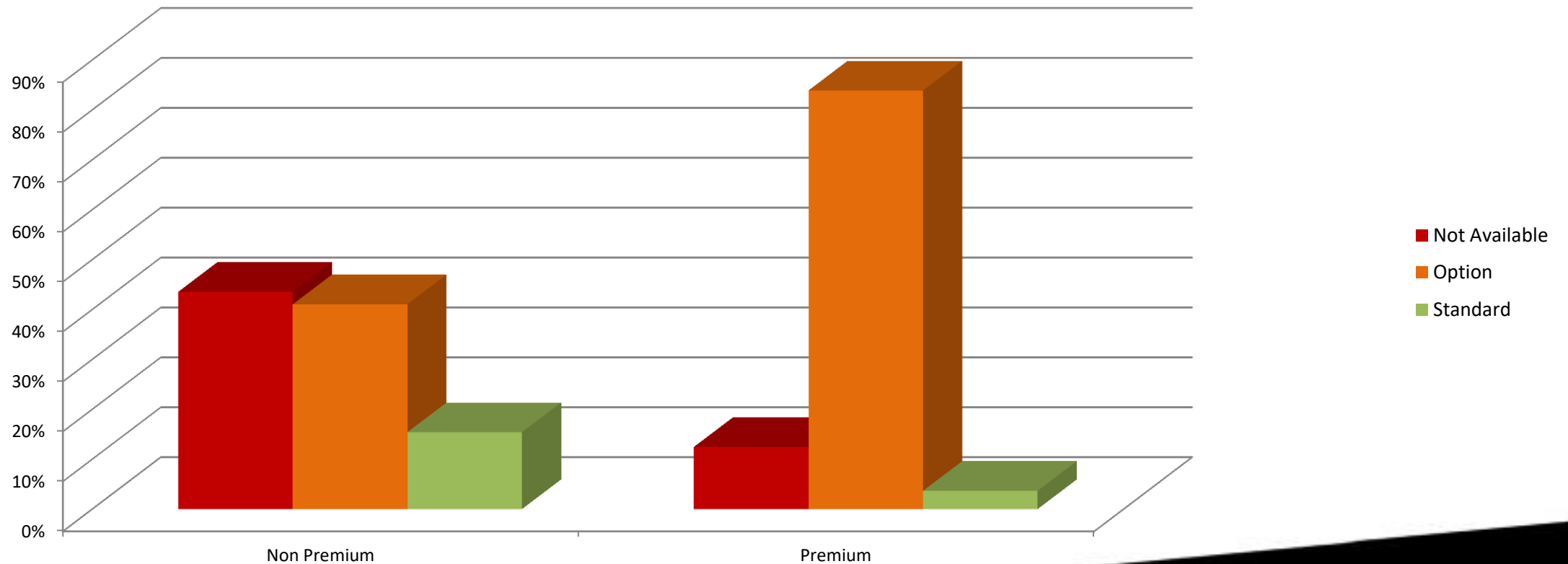
## Cars registered in 01-12/2015 versus registered in 01-06/2016





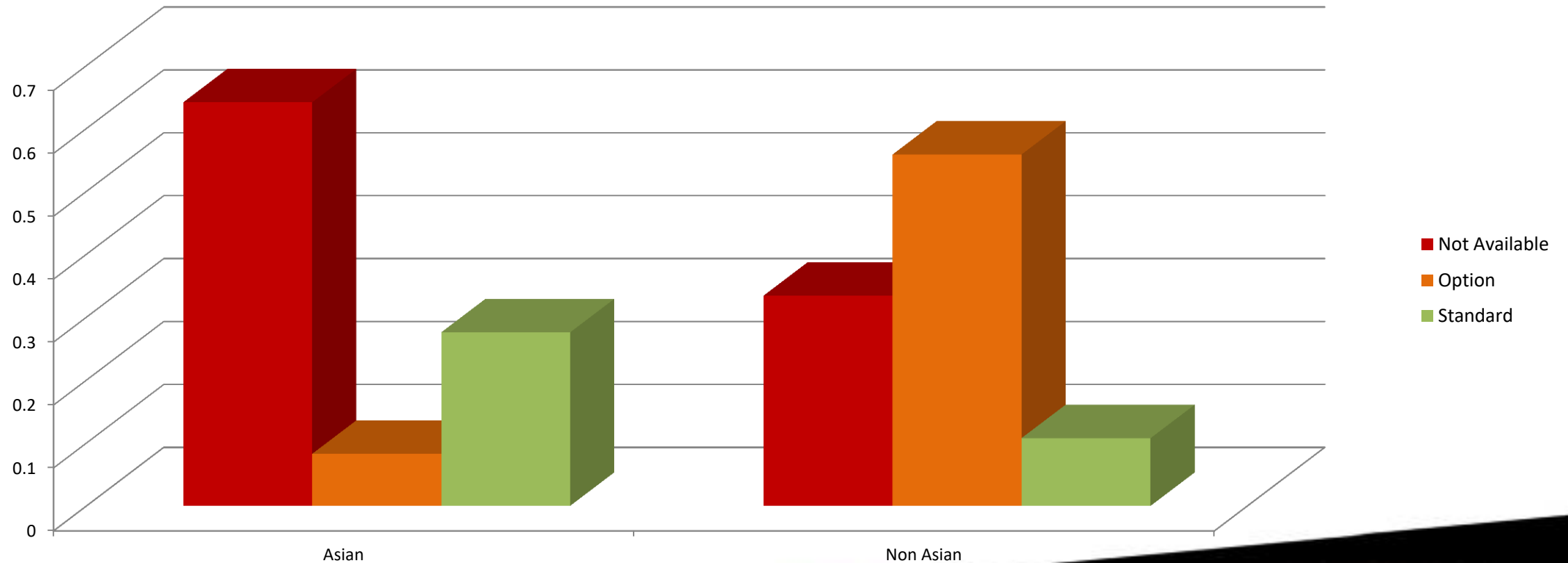
# DAB AVAILABILITY PREMIUM IN RELATION TO NON PREMIUM

## Cars registered in 01-06/2016



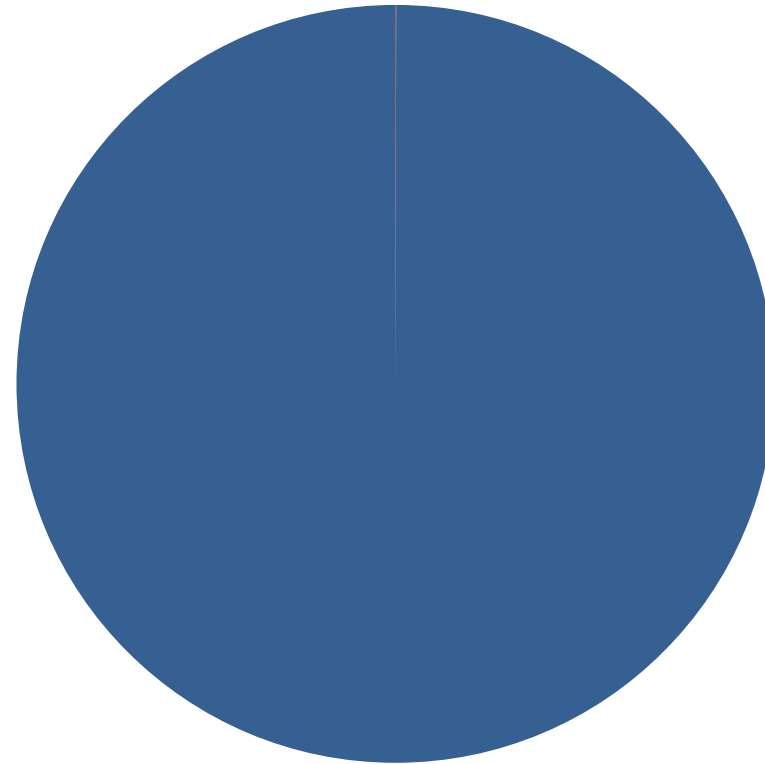
# DAB AVAILABILITY IN ASIAN IN RELATION TO NON-ASIAN

## Cars registered in 01-06/2016



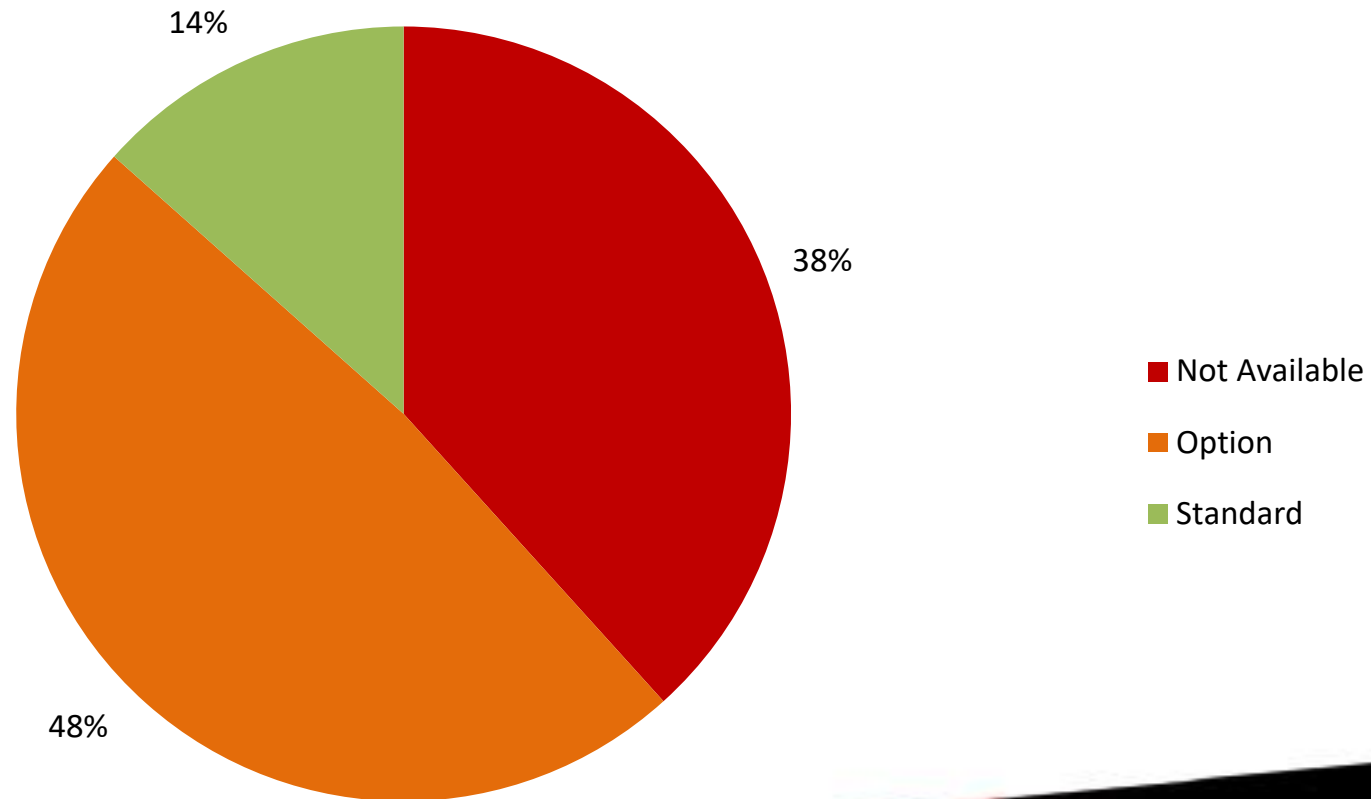
# SHARE OF MAKES DAB NOT AVAILABLE

As Dacia is now offering DAB via an option the market share of Makes not offering DAB at all is negligible

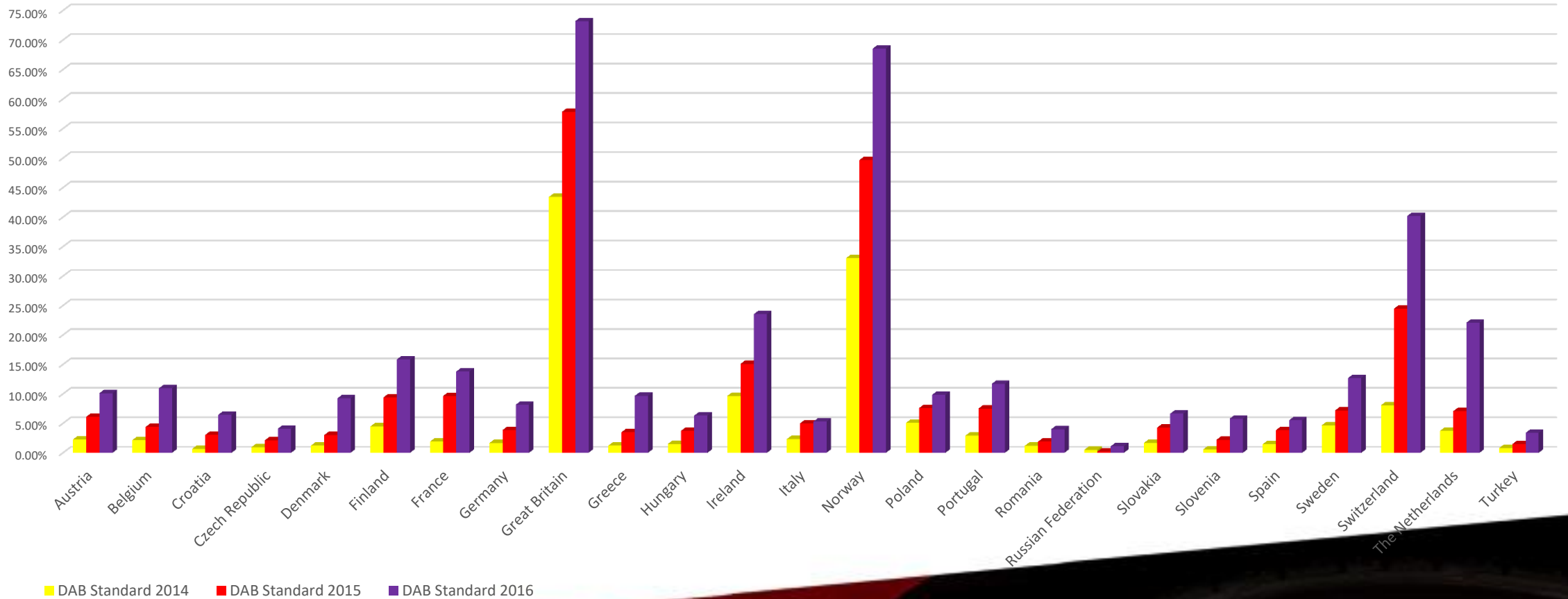


- Not available
- Std or available as option

# SHARE OF VEHICLES WITHOUT DAB AVAILABILITY IS 14%

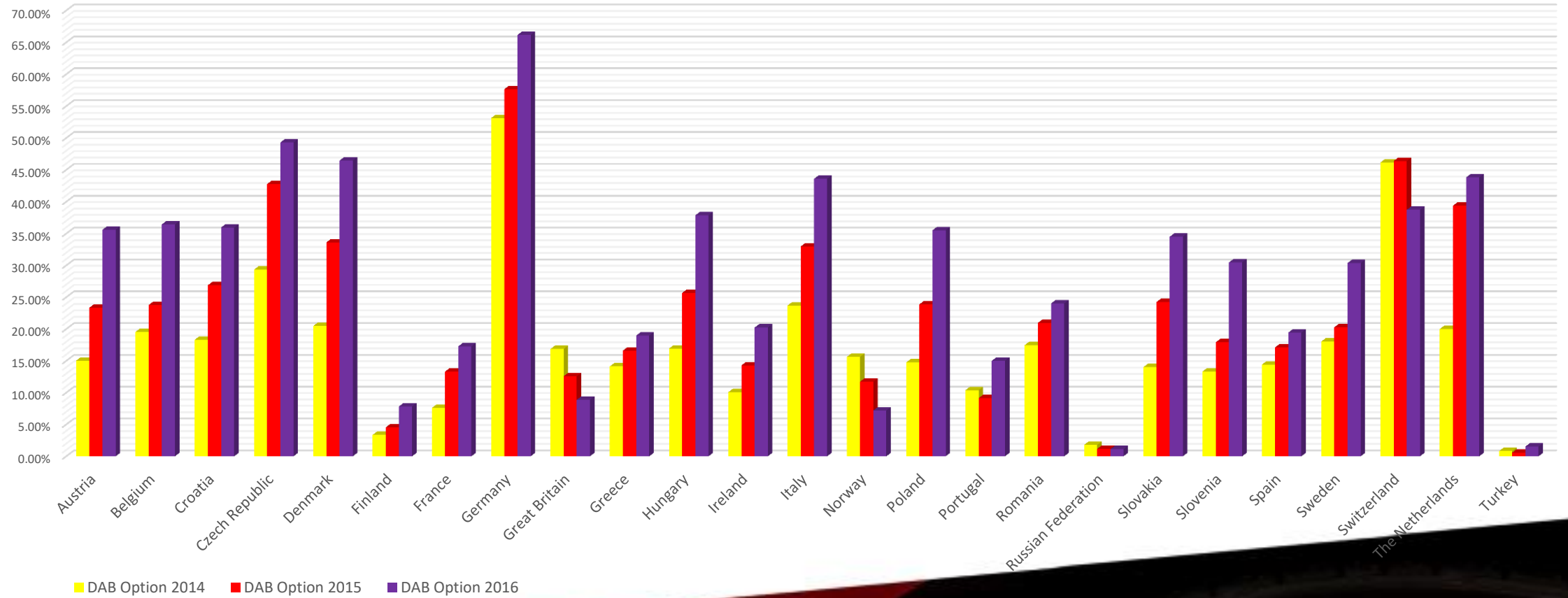


# DAB AS STANDARD





# DAB AS OPTION





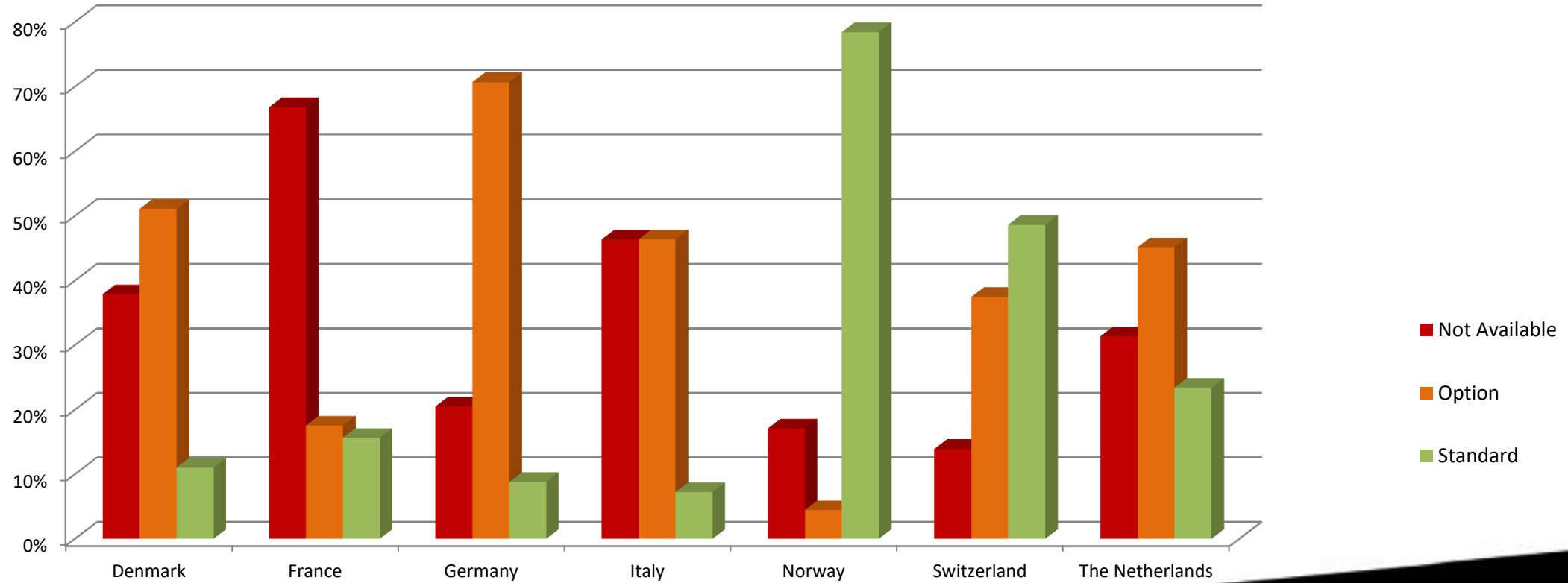
**03** DAB in cars  
Country overview



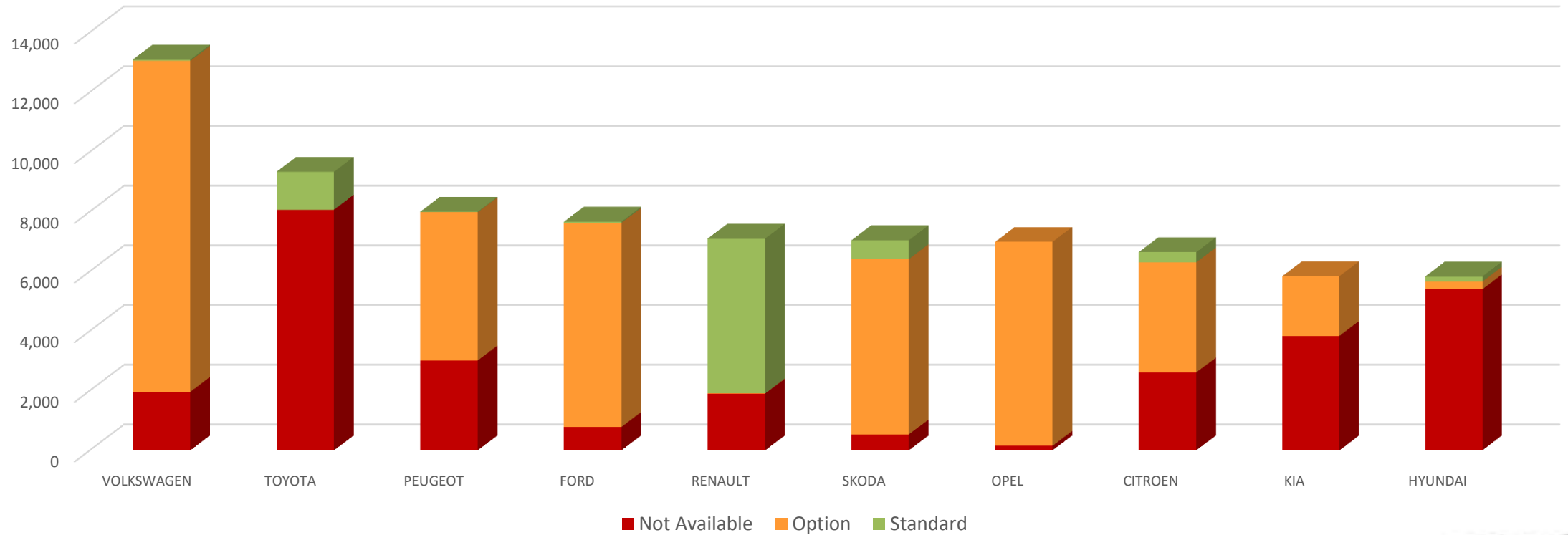
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# OVERVIEW 7 MARKETS WITH DAB AVAILABILITY

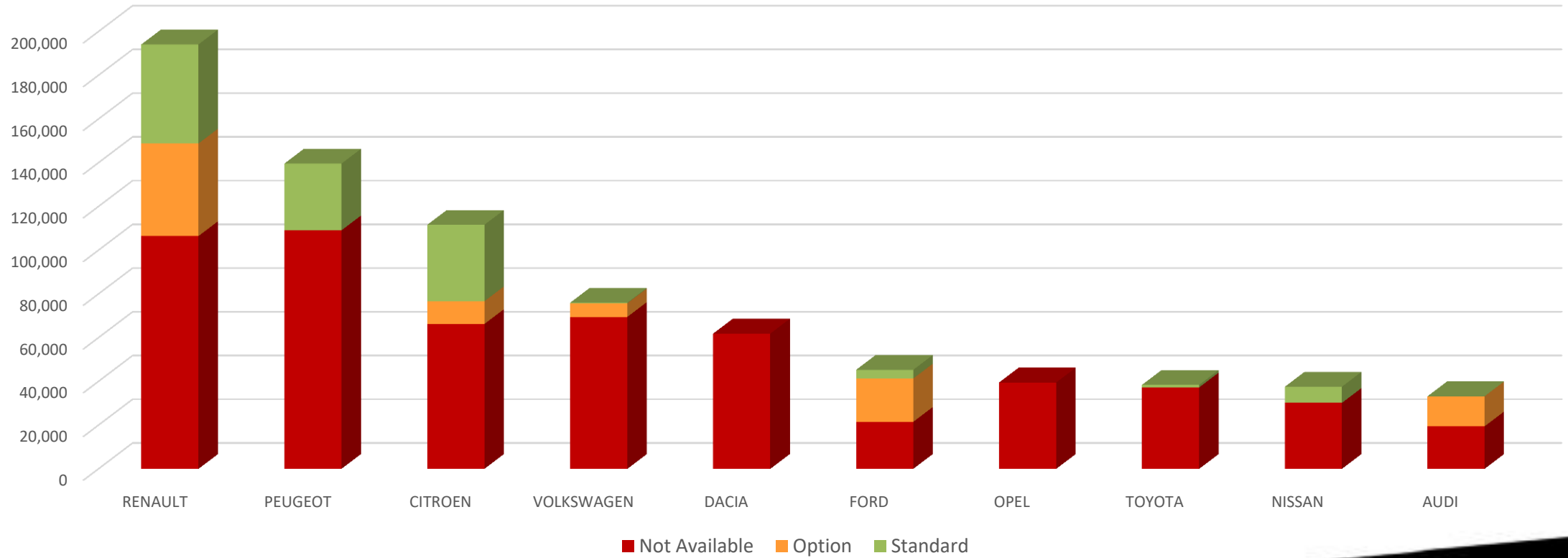
## Cars registered in 01-06/2016



# TOP 10 DENMARK 01-06/2016

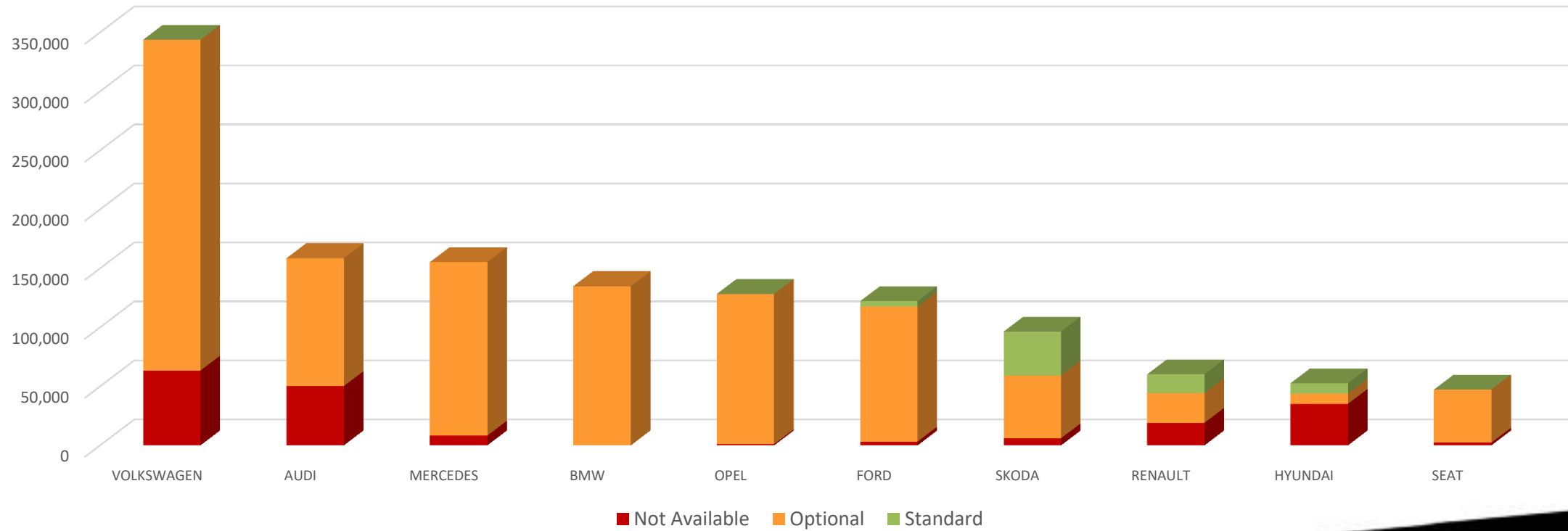


# TOP 10 FRANCE 01-06/2016

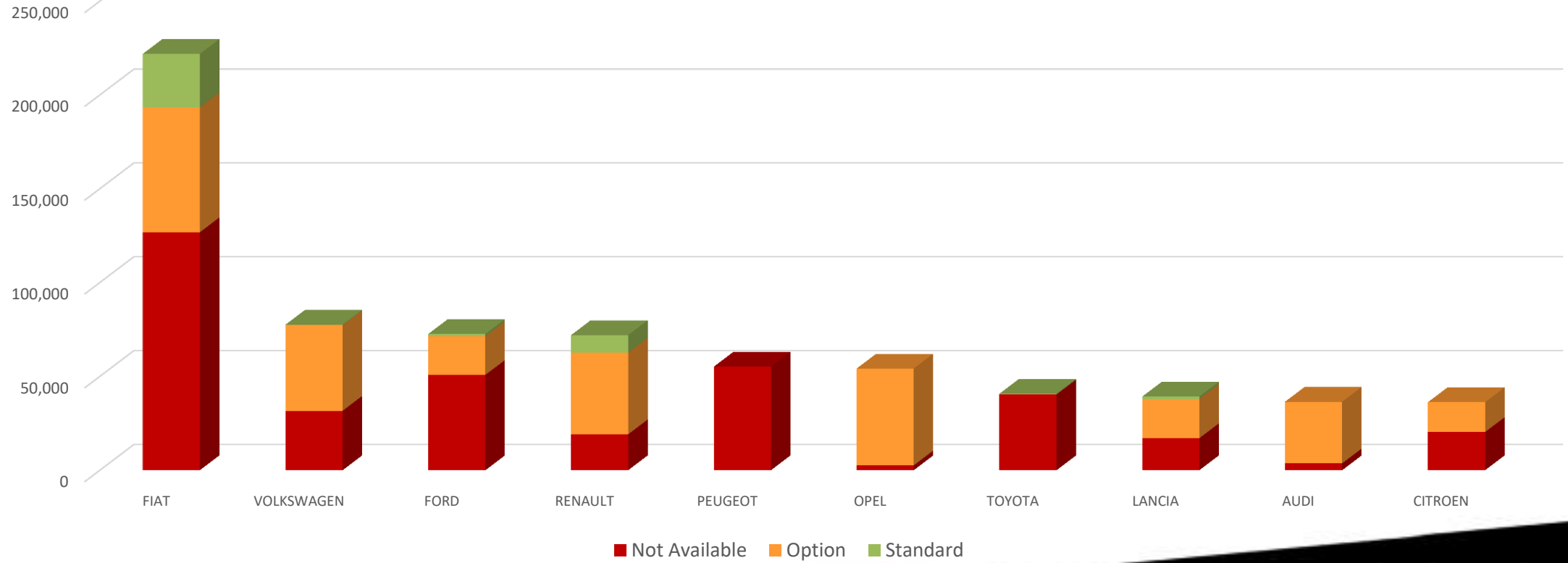




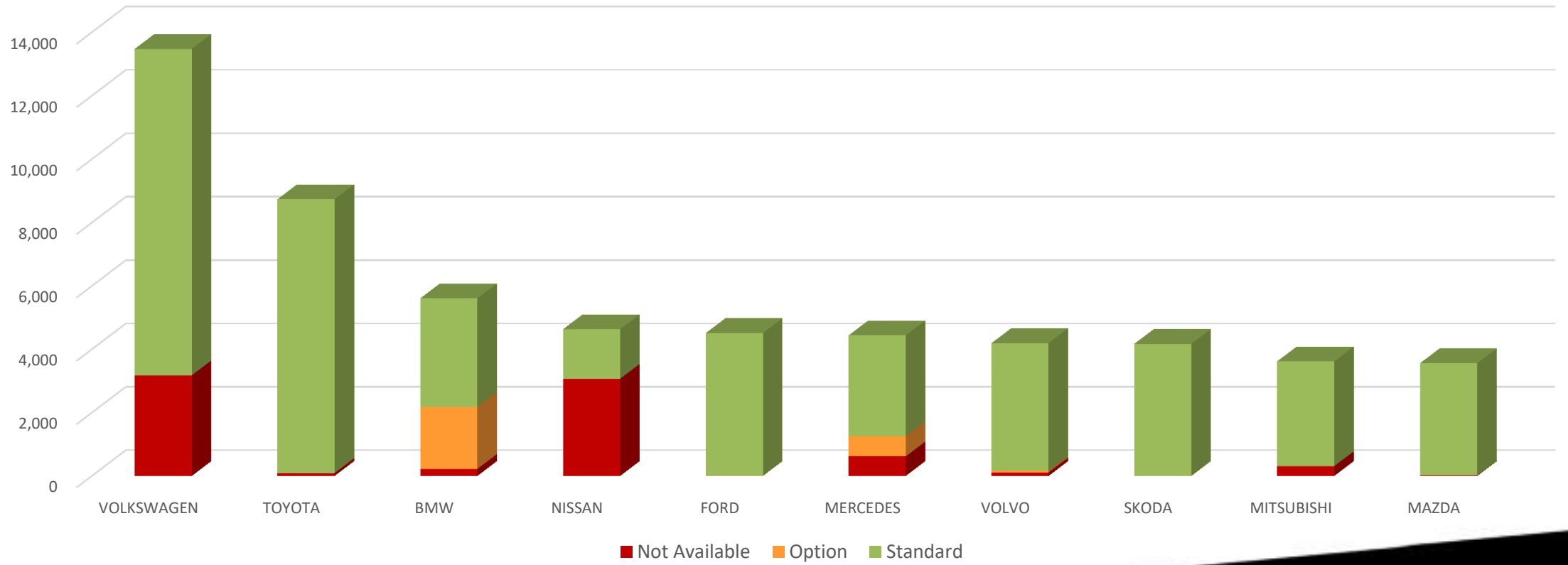
# TOP 10 GERMANY 01-06/2016



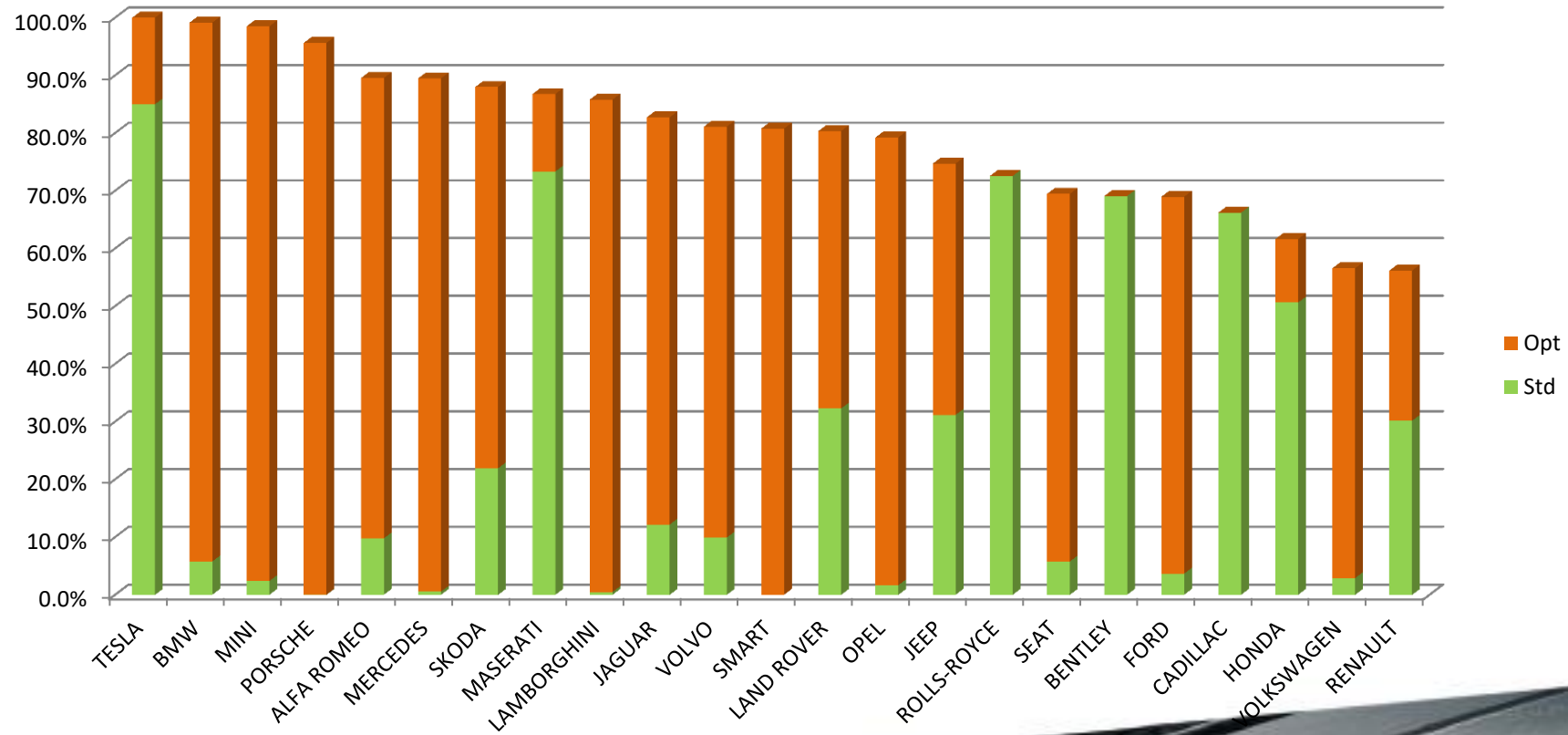
# TOP 10 ITALY 01-06/2016



# TOP 10 NORWAY 01-06/2016

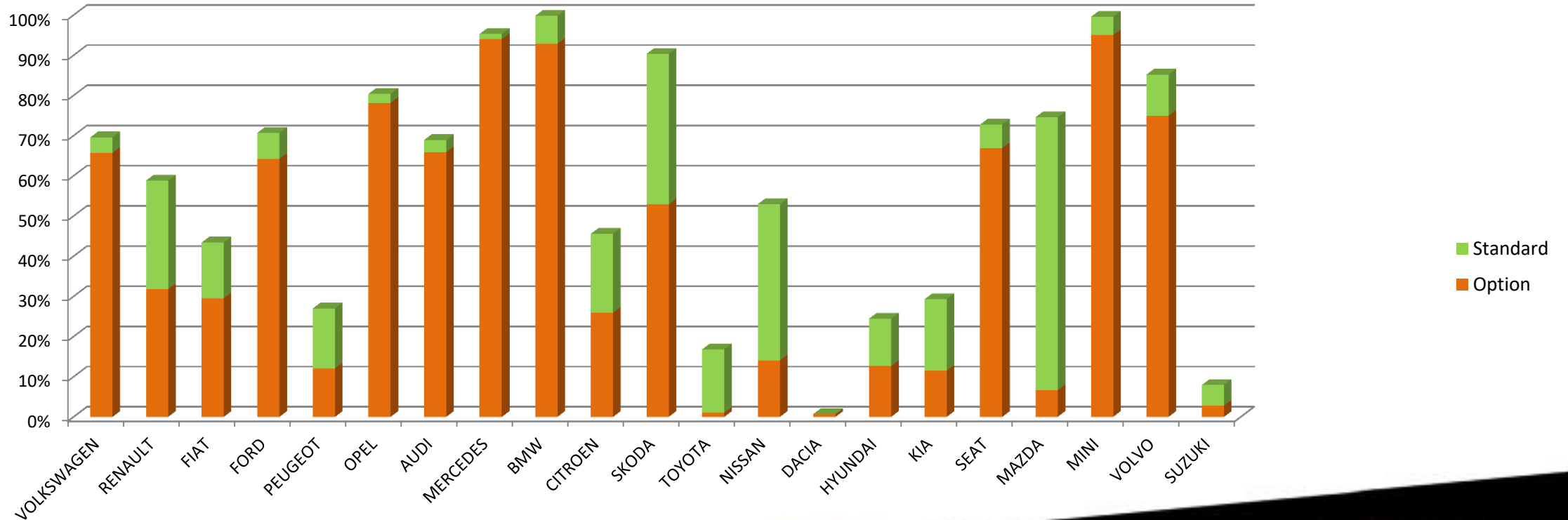


# TOP 20 DAB STANDARD OR OPTIONAL (7 markets)



# TOP 20 REGISTRATIONS WITH DAB AS STANDARD OR OPTION

## 01-06/2016







# 04 Comparison in detail



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# HOW IMPORTERS COMPARE - E.G. AUDIO SEGMENT

<b>Audio system</b>	standard	standard
<b>includes radio</b>	AM/FM	AM/FM/LW
<b>includes single in-dash CD</b>	yes	no
<b>digital radio</b>	yes	no
<b>includes in-dash DVD</b>	no	no
<b>touch screen</b>	no	yes
<b>Speakers</b>	standard	standard
<b>number of</b>	6	6
<b>Mobile Integration</b>	option	not available
<b>Bluetooth</b>	standard	standard
<b>includes phone connection</b>	yes	yes
<b>includes music streaming</b>	yes	yes

60 EUR to  
compensate  
missing DAB

# Thank You

Merci

Gracias

Grazie

Obrigado

Tack

Vielen Dank

Dank U

Kiitos

Спасибо

Ευχαριστούμε

תודה

ありがとう

谢谢

감사합니다

Terima Kasih

คุณขอบคุณ

cảm ơn bạn

धन्यवाद

شكرا لك



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