

Fiat Chrysler Automobiles

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FCA

FIAT CHRYSLER AUTOMOBILES



DODGE

CHRYSLER



Ferrari

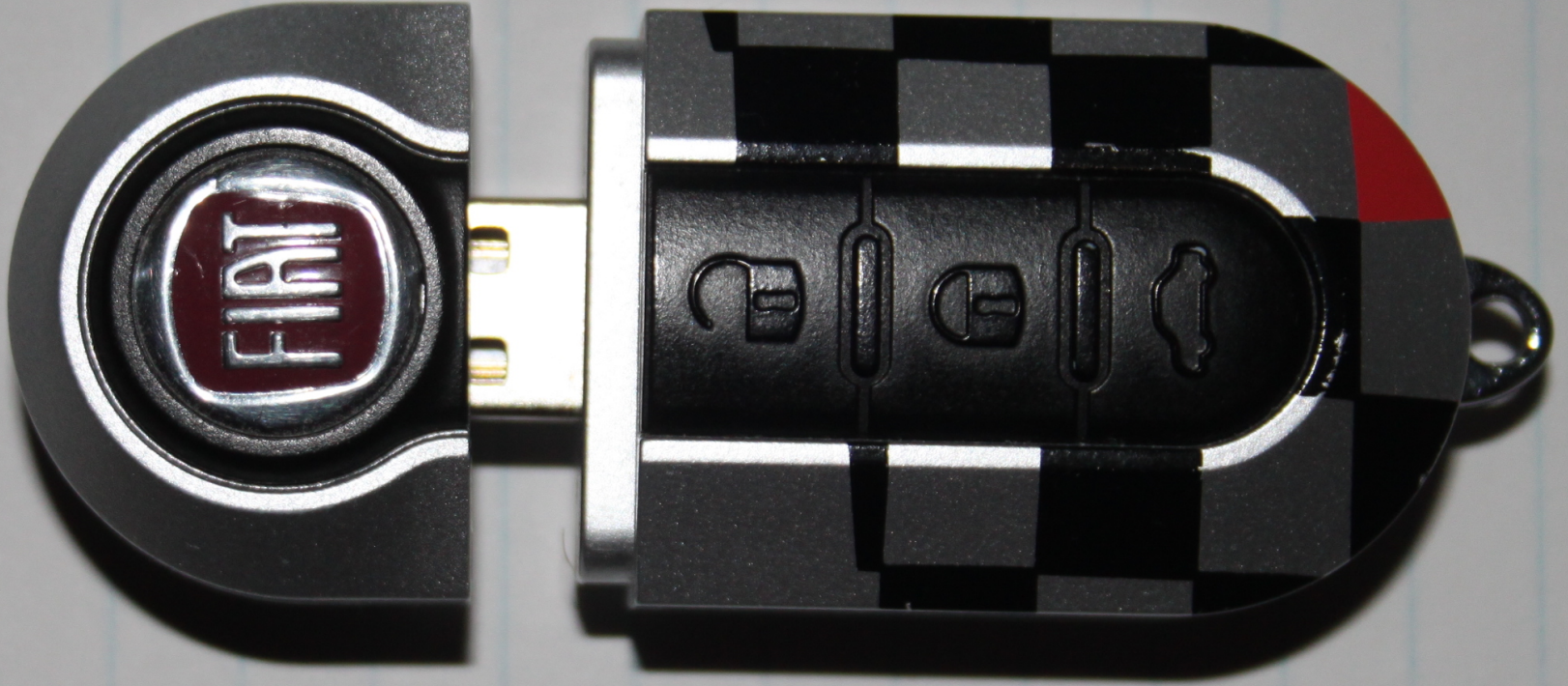
IVECO



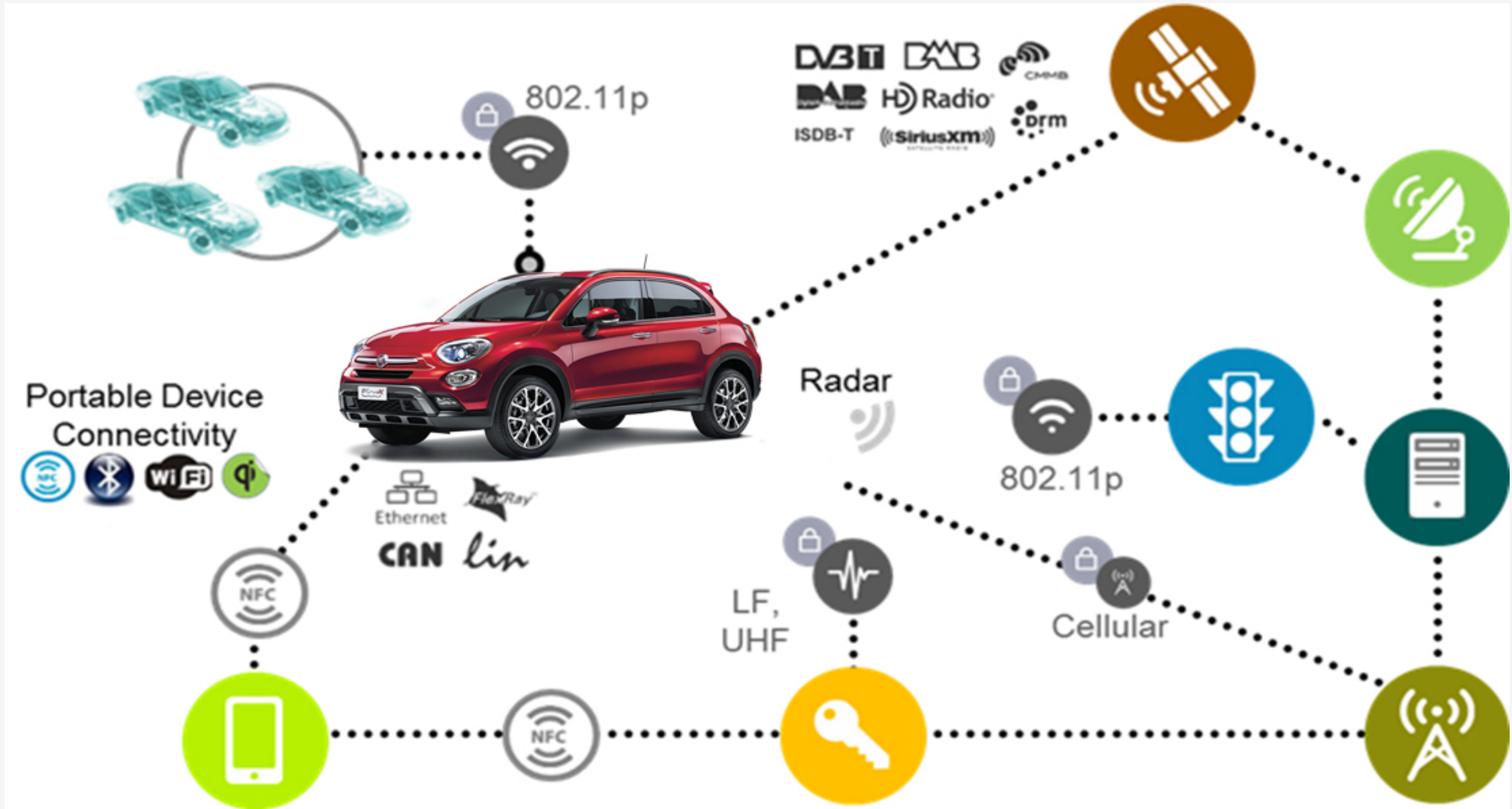
Jeep







The connected car



Picture: NXP

Google

You Tube



vodafone



DAB+



Future developments

- DAB+ has an added value in case of independency
- Free network for everybody always available
- Wide range of stations available
- The alternative for streaming audio

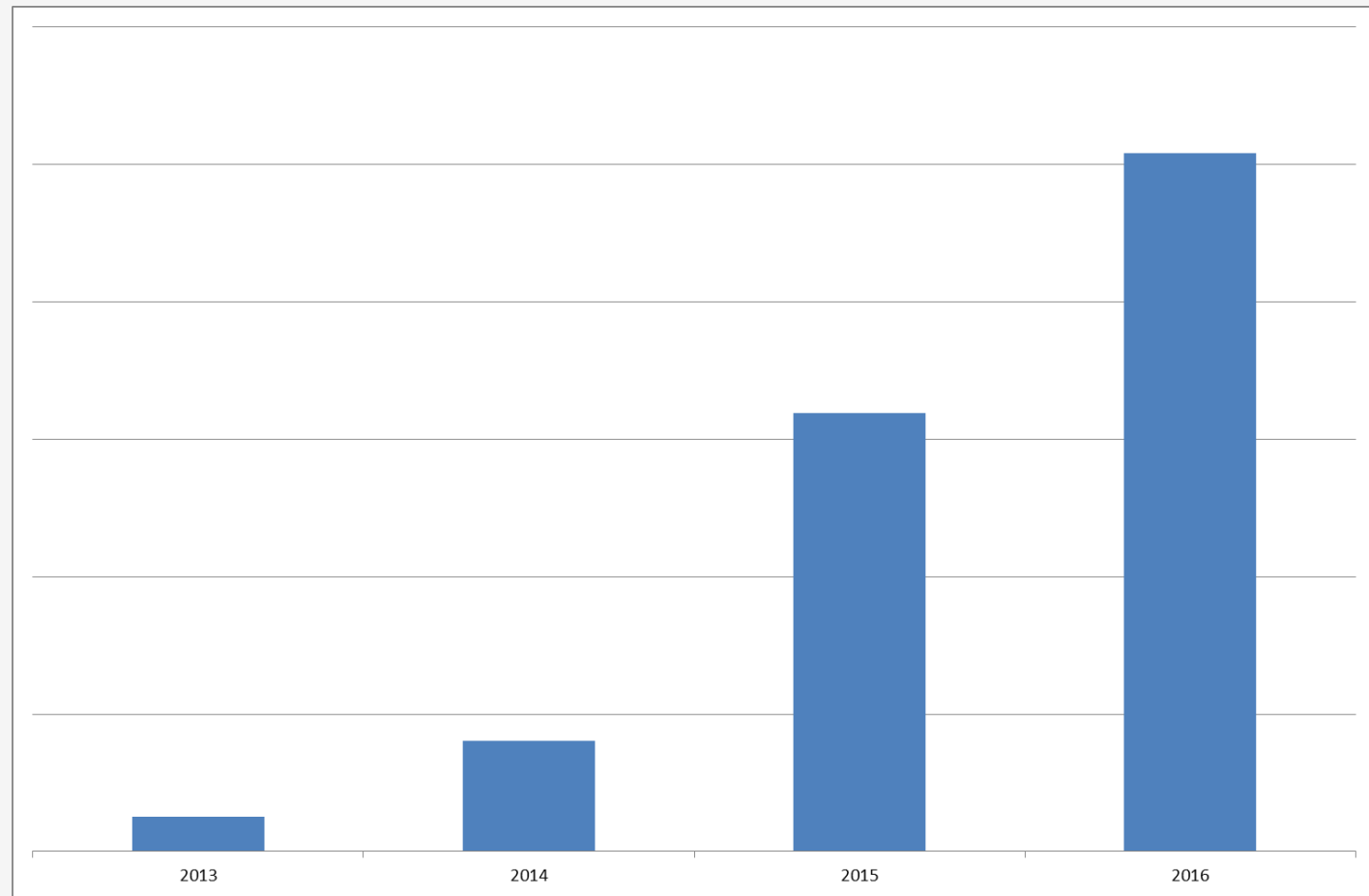


Automotive Sector

- 90% of the all sold new cars has standard or can be equipped with DAB+ audio system
- Within FCA 100% of the models have standard or can be equipped from factory with DAB+



Development of DAB+ in car sales in Europe is speeding up!



We need to make DAB+ bigger in Europe

- Work together to increase the awareness of DAB+ as successor of the FM frequency
- The market for small cars is very price sensitive so an after sales solution is support this gap
- A plan per country in which a switch off date will be set will support the growth of DAB+







Thank you!