

15 May 2013

## DAB+ digital radio is trucking on

Two of Australia's leading truck manufacturers: Isuzu and Hino, will showcase DAB+ digital radio in their selected models at this week's Brisbane Truck Show.

The two manufacturers will be showcasing DAB+ digital radio on the Directed Electronics stand at the Brisbane Truck Show, which will take up all three levels of the Brisbane Convention and Exhibition Centre at South Bank from May 16-19.

Commercial Radio Australia chief executive officer, Joan Warner said: "Truck drivers can spend up to 10 or 12 hours in and out of their vehicles and Isuzu and Hino manufacturers have recognised DAB+ digital radio can offer their driver's a great listener experience."

"The truck cabin is the driver's office and Isuzu and Hino truck drivers have upgraded their 'office' to include digital quality sound, scrolling text with song information and the ability to listen to up to 37 new digital only stations."

Ten manufacturers now include DAB+ digital radio as standard or an option in selected vehicles: Ford, Land Rover, Mercedes, Toyota, Lexus, BMW, Audi, Hino, Jaguar and Isuzu Trucks.

Throughout 2012, 34% of radio listening in Australia was in the vehicle and this continues to rise year on year.

Full power DAB+ digital radio is available in Sydney, Melbourne, Brisbane, Adelaide and Perth, with low power trials being conducted in Canberra and Darwin.

Ms Warner said: "At present only truck drivers in the five metropolitan capitals can experience digital radio. A quarter of a million people are employed in the road transport industry and could benefit from digital radio expanding into regional areas, allowing them to pick up digital radio throughout their journey across the country."

The industry is running a nationwide digital radio regional awareness campaign which was launched in March and has so far resulted in thousands of people signing the petition to have digital radio rolled out to regional Australia.

The campaign urges listeners to register their support for digital radio expanding into regional Australia with local MPs, via a specially set-up website: [www.wewantdigitalradio.com.au](http://www.wewantdigitalradio.com.au). The ad campaign continues to run on more than 200 regional radio stations throughout Australia, targeting the estimated 6.9 million Australians who listen to commercial radio in regional Australia each week.

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