

## VW adds DAB+ radio to 2022 range, DAB+ car sales up 25% in H1



**28 September 2021**

Industry body Commercial Radio Australia has welcomed news that Volkswagen Australia has added DAB+ digital radio across most of its model year 2022 vehicle range, including its updated T-Cross SUV.

All Volkswagen passenger and commercial vehicles in Australia will offer DAB+ with the exception of the base model grades of its van and ute range.

CRA chief executive officer Joan Warner welcomed the news and said the number of new vehicles on the road with DAB+ had increased by 420,000 in the first half of calendar year 2021 as a result of strong overall vehicle sales.

“The number of new vehicles sold with DAB+ was up by 25% in the first half of the year compared to last year. This is good news for radio listeners who will benefit from the extra station choice, reliability and ease of use of digital technology,” she said.

Seventy-six per cent of all new vehicles sold in Australia are factory fitted with DAB+.

DAB+ stands for Digital Audio Broadcasting and is on air in the five major metro markets as well as Hobart, Darwin, Canberra and Mandurah. Commercial broadcasters on the Gold Coast are in the process of working with the Australian Communications and Media Authority to roll out DAB+ in that market.

For more information on DAB+ visit [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au).

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*Sources: New vehicles with DAB+ provided by Glass's Information Services Report, Jan-June 2021.*

### **About Commercial Radio Australia**

Commercial Radio Australia is the peak industry body representing the interests of commercial radio broadcasters throughout Australia. CRA manages industry codes and standards, regulatory and legislative matters, metropolitan and regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadioMatrix, RadioApp, the Australian Podcast Ranker, consumer research, marketing and industry training and development programs. CRA also hosts the Australian Commercial Radio Awards and the Siren Creative Awards.

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