

# 2024 IN-VEHICLE VISUALS REPORT

Radio's place in America's top-selling new vehicles

HOME

BACK

NAV

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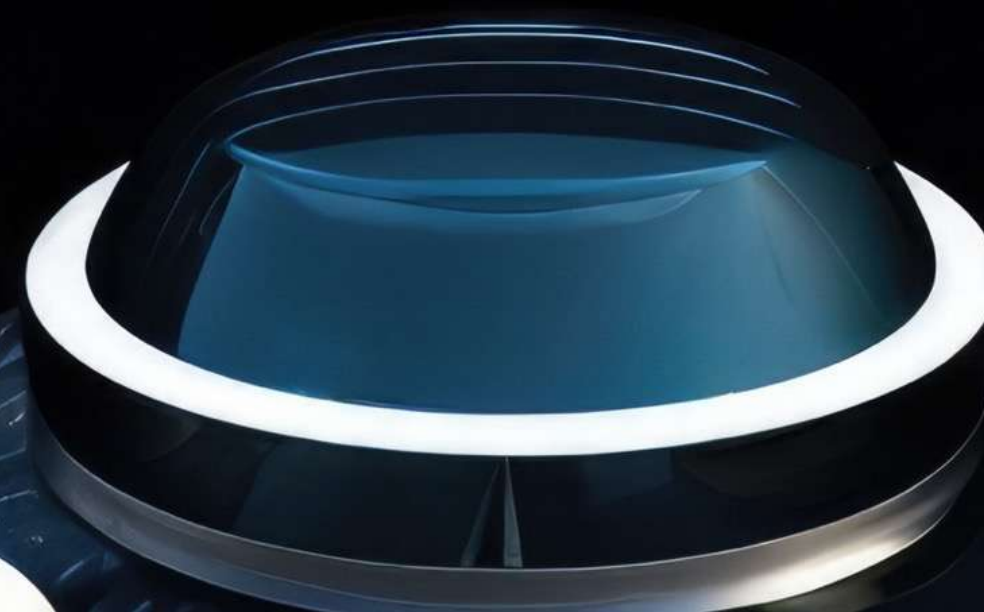
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# About the Report

In its inaugural year, Quu’s annual In-Vehicle Visuals Report offers a snapshot of radio’s place in dashboard displays today. With so much listening happening in cars, we must identify our strengths and weaknesses.

This report intends to provide the broadcast industry with new research. You don’t know what you don’t know. That’s the reason for this report. The radio industry needs a yardstick to measure itself. Are we making headway in vehicles or not? As radio’s status evolves in future years, we will track it.

All the data on America’s top-selling new vehicles is available at [QuuReport.com](https://QuuReport.com). We’ve also partnered with experts to share commentary and insights on radio’s in-dash opportunities, stumbling blocks, and areas for growth.



**Steve Newberry**  
CEO of Quu

OUR EXPERTS



**Fred Jacobs**  
*President*  
*Jacobs Media*



**Paul Jacobs**  
*VP/GM*  
*Jacobs Media*



**Joe D'Angelo**  
*SVP, Global Broadcast*  
*Radio Xperi Inc.*



**Mike McVay**  
*President, McVay*  
*Media Consulting*

# Methodology

## Gathering the Data

Data for this report was collected by an independent contractor tasked with auditing in-dash systems in America's 100 top-selling new vehicles. The list of vehicles was determined using sales data for the trailing 12 months from [GoodCarBadCar.net](https://www.GoodCarBadCar.net).

To gauge radio's in-dash standing, each dashboard was carefully analyzed for audio entertainment features and visual components, including radio text, artist, and song information. Photos were taken, and a detailed, standardized questionnaire was completed.

Data was collected from new vehicles onsite at various auto dealerships between November 2023 and January 2024.





# Methodology

## Analyzing the Data

Quu engaged independent broadcast radio researcher Doug Hyde to analyze the data. Doug identified the report's six key findings and provided insights into their impact on the radio industry.



Doug Hyde

Our panel of experts, Fred Jacobs, Paul Jacobs, Joe D'Angelo, and Mike McVay were also given access to the research to offer analysis and perspectives on radio's in-dashboard potential, challenges, and opportunities for development.





# Report highlights

## Scoreboard and findings



# The Data Dashboard

Visit [QuuReport.com](https://QuuReport.com) to search and sort the data for all 100 vehicles surveyed.

- View by make/model
- See a photo of each dash
- Click any row for details

The screenshot shows the Quu Data Dashboard interface. At the top left is the Quu logo. On the right, there are links for "ABOUT THIS REPORT" and "VISIT MYQUU.NET". Below the header, there are "Print" and "Export" buttons, a search bar labeled "Search table", and a "Show 25 entries" dropdown. The main content is a table with the following columns: Make, Model, Year, Dedicated Radio Button?, PS data for FM Radio?, Radio Text (RT) for FM Radio?, HD Radio text (PSD) displays Artist and Title?, Station logo when songs are not playing?, and Album art (HD Artist Experience?).

↓ Make	↑ Model	↑ Year	Dedicated Radio Button?	↑ PS data for FM Radio?	↑ Radio Text (RT) for FM Radio?	↑ HD Radio text (PSD) displays Artist and Title?	↑ Station logo when songs are not playing?	↑ Album art (HD Artist Experience)
Acura	MDX	2024	Yes	Yes	No	Yes	Yes	Yes
Audi	Q5	2024	Yes	No	Yes	Yes	Yes	Yes
BMW	X3	2024	Yes	No	Yes	Yes	Yes	Yes
BMW	X5	2024	Yes	No	Yes	Yes	Yes	Yes
BMW	4 Series	2024	Yes	No	Yes	Yes	Yes	Yes
Buick	Enclave	2024	No	Yes	Yes	No HD Radio	No HD Radio	No HD Radio
Buick	Envision	2023	No	Yes	Yes	No HD Radio	No HD Radio	No HD Radio
Buick	Encore GX	2024	No	Yes	Yes	No HD Radio	No HD Radio	No HD Radio
Cadillac	Escalade	2024	No	No	Yes	Yes	Yes	Yes
Chevrolet	Silverado	2023	No	No	Yes	No HD Radio	No HD Radio	No HD Radio
Chevrolet	Tahoe/Subu...	2023	No	No	Yes	No HD Radio	No HD Radio	No HD Radio
Chevrolet	Blazer	2023	No	Yes	Yes	No HD Radio	No HD Radio	No HD Radio
Chevrolet	Malibu	2024	No	No	Yes	No HD Radio	No HD Radio	No HD Radio



# The Data Dashboard

Visit [QuuReport.com](https://QuuReport.com) to search and sort the data for all 100 vehicles surveyed.

- View by make/model
- See a photo of each dash
- Click any row for details

Make	Model	Year
Acura	MDX	2024
Audi	Q5	2024
BMW	X3	2024
BMW	X5	2024
BMW	4 Series	2024
Buick	Enclave	2024
Buick	Envision	2023
Buick	Encore GX	2024
Cadillac	Escalade	2024
Chevrolet	Silverado	2023
Chevrolet	Tahoe/Suburban	2023
Chevrolet	Blazer	2023
Chevrolet	Malibu	2024
Chevrolet	Equinox	2024
Chevrolet	Bolt EUV	2023
Chevrolet	Trax	2024
Chevrolet	Colorado	2023
Chevrolet	Traverse	2022
Chevrolet	TrailBlazer	2024
Chrysler	Pacifica	2024
Dodge	Charger	2023
Dodge	Challenger	2023
Dodge	Durango	2024
Ford	Explorer	2023
Ford	F-150	2023

### Row details

**Make:** Cadillac

**Model:** Escalade

**Year:** 2024

**Trim Level:** Premium Luxury

**Radio Features:** FM Radio, AM Radio, HD Radio (will have an HD logo on screen and display HD 2,3 and 4 channel), SiriusXM Radio, Apple Car Play, Android Auto, Built in Streaming apps (in the car's OS), Google Built-In, Unknown metadata system

**Additional:** System has both a scroll wheel, physical buttons by the scroll wheel, and a touchscreen. A similar scroll wheel and buttons as those shown in pictures are used in the Lyric, XT4, and XT5 despite differences in the actual system.

**Dedicated Radio Button?:** No

**Dedicated Radio Button Details:** Audio icon, AM radio and FM radio icons on main audio screen.

**Secondary or Widget Views:** The RT and PSD can be seen in multiple places other than the dedicated radio screen. Information can be seen on a widget screen on the center display and in the drivers display to the right of the tachometer. The album art can be seen in the drivers display.

**PS data for FM Radio?:** No

**PS displays by default?:** No

**Radio Text (RT) for FM Radio?:** Yes

**RT Displays by Default?:** Yes

**Radio Text or PS settings?:**

**Entire Radio Text shown?:** Shows full Radio Text

**Way to display full radio text?:**

**Text truncated when car is in gear?:**

**GraceNote logo?:** In the settings, there is a setting to turn metadata off. It does not say who the metadata provider is.

**Ability to disable GraceNote?:** Yes

**HD Radio text (PSD) displays Artist and Title?:** Yes

**Station logo when songs are not playing?:** Yes

**Album art (HD Artist Experience):** Yes

**Artist / Title order?:** Artist is over Title

**HD Dash Image:**

HD Radio text (PSD) displays Artist and Title?	Station logo when songs are not playing?	Album art (HD Artist Experience)
Yes	Yes	Yes
Yes	Yes	Yes
Yes	Yes	Yes
Yes	Yes	Yes
Yes	Yes	Yes
HD Radio	No HD Radio	No HD Radio
HD Radio	No HD Radio	No HD Radio
HD Radio	No HD Radio	No HD Radio
HD Radio	No HD Radio	No HD Radio
Yes	Yes	Yes
HD Radio	No HD Radio	No HD Radio
HD Radio	No HD Radio	No HD Radio
HD Radio	No HD Radio	No HD Radio
HD Radio	No HD Radio	No HD Radio
HD Radio	No HD Radio	No HD Radio
HD Radio	No HD Radio	No HD Radio
HD Radio	No HD Radio	No HD Radio
HD Radio	No HD Radio	No HD Radio
Yes	Yes	Yes
Yes	Yes	Yes
HD Radio	No HD Radio	No HD Radio
Yes	Yes	Yes
No	No	No
No	No	No



# 2024 Dashboard Scoreboard

A snapshot of how common each feature is in the dashboard of the top 100 best-selling new vehicles in the U.S.

We will update the scoreboard annually to track radio's standing and progress.

Dashboard feature	% of vehicles
FM Radio	100%
AM Radio	98%
HD Radio	70%
SiriusXM	92%
Android Auto	98%
Apple CarPlay	98%
Built-in streaming apps	20%
Text display for radio	100%
Image display for radio	60%
Radio button	36%



# Six Key Findings

1

AM/FM radio is ubiquitous in new vehicles.

2

AM/FM radio no longer has a dashboard monopoly.

3

A growing number of vehicles offer built-in streaming apps.

4

Two out of three new vehicles have HD Radio installed.

5

GM vehicles are an exception to the widespread adoption of HD Radio.

6

All new vehicles have in-dash text. Most can display logos and other images.

## Key finding **1**

# AM/FM radio is ubiquitous in new vehicles.

**100%**

of new vehicles surveyed have FM radio

**98%**

of new vehicles surveyed have AM radio

## What this means

AM/FM radio continues to enjoy universal distribution in new vehicles.



The rumors of AM/FM radio disappearing from the dash have been greatly exaggerated.

Despite all the noise, AM/FM radio still enjoys universal distribution.

## Key finding **2**

# AM/FM radio no longer has a dashboard monopoly.

**92%**  
of new vehicles surveyed have  
**SiriusXM**

**98%**  
of new vehicles surveyed have  
   
android auto Apple CarPlay

## What this means

We're universally available, but we can't be overconfident.

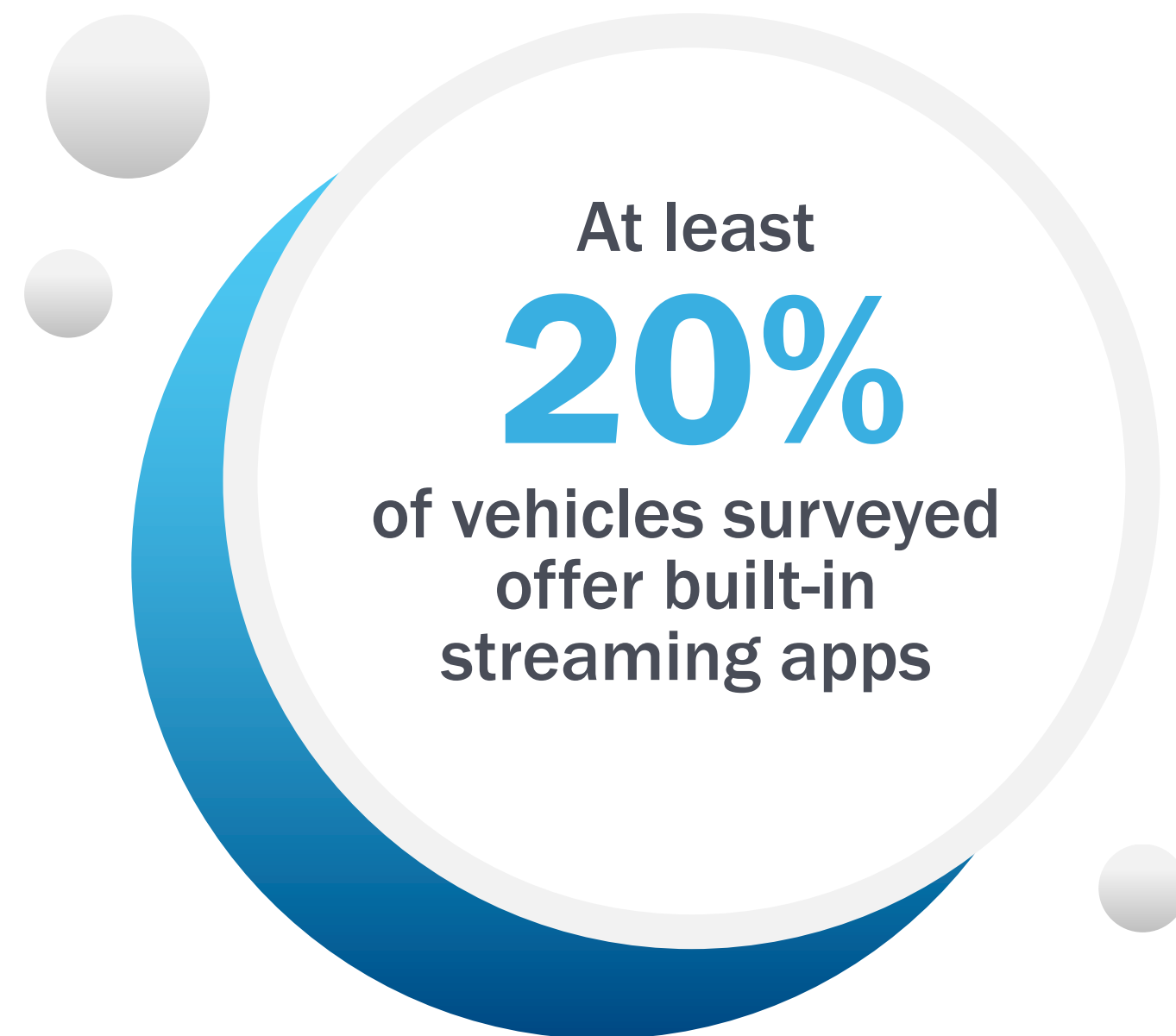
98% of new vehicles also have Android Auto and Apple CarPlay, and SiriusXM is installed in 92% of new vehicles.

Apple and Android are equally as accessible to new vehicle owners as AM/FM - making personalized content, music, podcasts, audiobooks available as readily as AM/FM.

The dash is crowded - AM/FM radio stations need to drive home their value proposition to listeners who have several other choices at the touch of a button.

## Key finding **3**

# A growing number of vehicles offer built-in streaming apps.



## What this means

This technology allows drivers to access apps such as Apple Music and Amazon Alexa directly on the dash. Built in streaming apps are most prevalent on GM and Toyota vehicles.

At least 20% of the vehicles surveyed offer built-in streaming apps. More vehicles may be equipped with the technology, but it was not readily apparent.

While small in number, broadcast radio should not underestimate this capability. We can only anticipate that more OEMs will adopt their built-in streaming apps, complicating an already crowded in-car audio landscape.

## Key finding

4

# Two out of three new vehicles have HD Radio installed.

**70%**

of new vehicles surveyed are equipped with HD Radio

## What this means

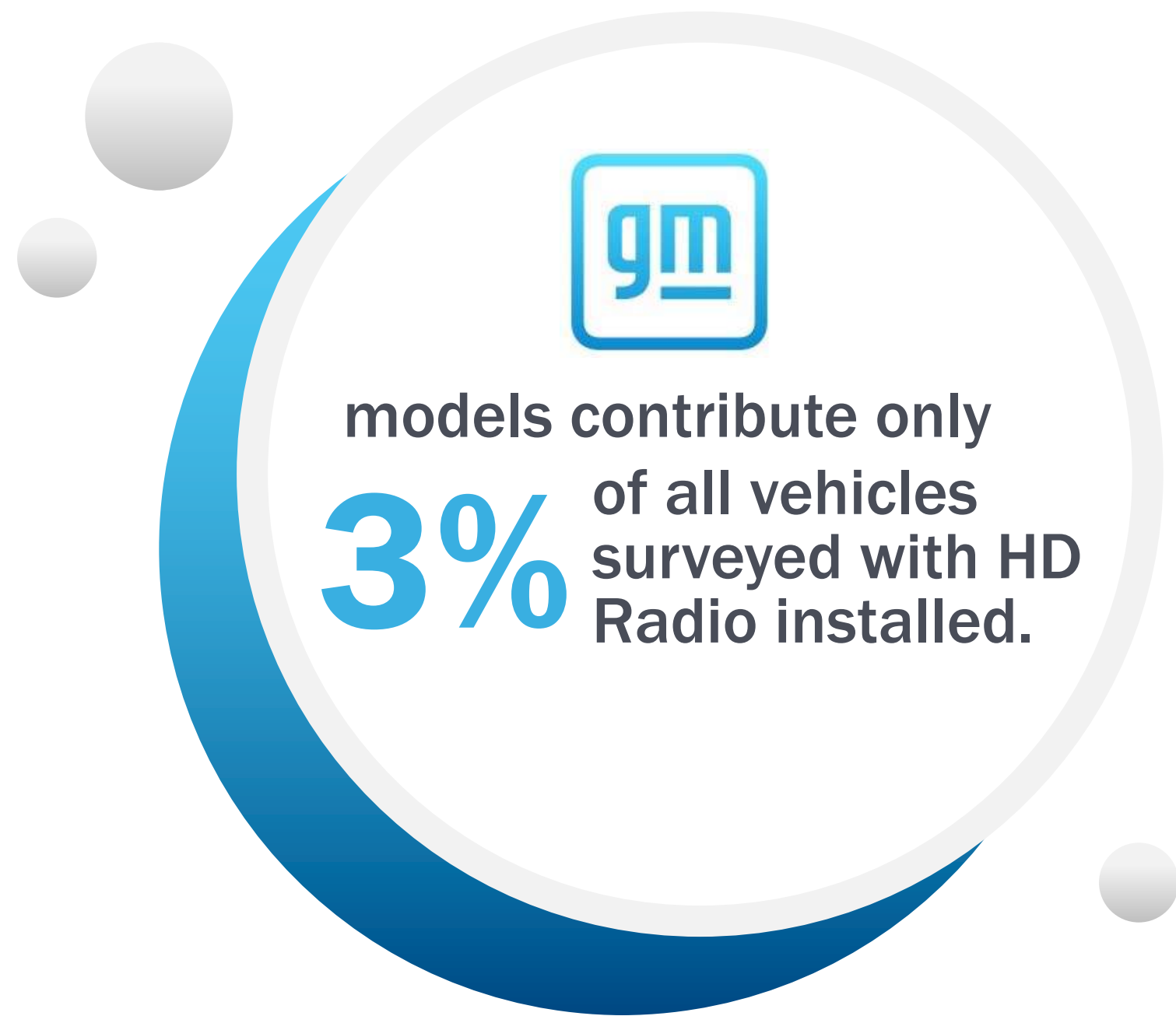
Despite popular perception, HD Radio availability is strong.

70% of new vehicles surveyed are equipped with HD Radio. 60% of them can display images for radio.

While not universal (yet), two out of three new vehicles have dozens of additional local market signals at their fingertips - presenting opportunities as well as challenges.

## Key finding **5**

**GM vehicles are an exception to the widespread adoption of HD Radio.**



## What this means

Distribution of HD Radio varies by manufacturer.

While automakers such as Ford and Toyota are increasing their support of HD Radio and moving towards standardization, General Motors is bucking that trend and only supports the technology in certain Cadillac models.

GM vehicles account for 1 out of 5 of the top-selling new models. However, GM models contribute only 3% of all new vehicles surveyed with HD Radio installed.

## Key finding

6

**All new vehicles have in-dash text. Most can display logos and other images.**

**100%**

of new vehicles surveyed can display text for radio

**60%**

of new vehicles surveyed can display images for radio

## What this means

In-dash text and visual features include content customized text, title and artist of songs playing, station logos, and album art.

The in-dash visual experience can no longer be neglected. With improved text and visual displays available in the majority of new cars, a radio station's in-dash appearance is a vital part of its brand and needs to be treated as such.

Implementation is no longer optional, and the visual experience must be comparable to Apple, Spotify, SiriusXM, and other competitors.



The road ahead  
What Radio can do today.



# Fred's Takeaways

## A Programmer's POV

- It's fundamental, but given how "connected" these cars are, radio organizations must have an in-vehicle strategy.
- Apple CarPlay and Android Auto are ubiquitous in vehicles. Radio needs mobile apps to ensure visibility and accessibility.
- The average vehicle offers 6+ audio options, and many don't have a "radio" button. To stand out, broadcasters must determine a unique difference.
- Metadata like images, graphics, and text offers a prime opportunity for radio broadcasters to connect with listeners on the road.
- A strategy for metadata must be developed to determine policies on what to show and when to show it, allowing for whatever is current and top-of-mind.



**Fred Jacobs**

President, Jacobs Media



**Jacobs**  
media strategies

“

The two knobs, six presets, and CD player era is in the rearview mirror. This pioneering report gives us the unprecedented data we need to see radio's opportunities and challenges on dashboards.

”

— Fred Jacobs, President, Jacobs Media

# Paul's Takeaways

## Turn This Data into Dollars

- Radio's ubiquitousness in vehicles must be shared with all advertisers to reinforce radio's reach and effectiveness.
- Salespeople are on the front lines and need to communicate the six key findings to local car dealerships and associations.
- Utilizing metadata with audio advertising is a powerful upgrade that enhances radio's value and in-car impact for clients.
- Enhanced information like sports scores, topics, and weather warnings increase engagement and should be sponsorable.
- As the #1 medium in cars with commercial avails, the changing dashboard presents a strong opportunity for radio to deliver results.



**Paul Jacobs**

VP/GM, Jacobs Media



**Jacobs**  
media strategies

“

Radio’s enhanced presence in the dash is a key message to advertisers about the vitality and relevance of the medium – at pivotal moments in the buying decision, radio provides a sight and sound experience designed to capture and motivate consumers.

”

— Paul Jacobs, VP/GM, Jacobs Media

# Joe's Takeaways

## Where to Focus Attention

- Converting an infrastructure as large as broadcast radio and cars is no small feat. It takes time, patience, and commitment.
- Broadcast radio isn't alone in the dash anymore but is well-equipped to compete and win if it leverages the available capabilities and technologies.
- Consider metadata as vital and impactful as your audio. It is critical to discovery and engagement.
- Broadcasters should continue to focus on what they do best – programming – live, local, and for the community.
- Only participate in platforms with companies that have aligned business interests, will advance your opportunities, and respect and protect your intellectual property and content.



**Joe D'Angelo**

SVP, Global Broadcast Radio Xperi Inc.



**XPERI**

“

Despite sharing the dashboard with others, broadcast radio's undeniably loyal audience will stay with them and spend more time with their programming if presented appropriately. New connected car digital dashboards are unlocking tremendous opportunities for content curation.

”

— Joe D'Angelo, SVP, Global Broadcast Radio Xperi Inc.

# Mike's Takeaways

## Achievable Expansion Strategies

- The competition for audience is increasing, and that demands improvement in content and listening experience.
- Radio can provide programming and information that goes beyond one sense by adding sight to sound.
- With so much competition in-dash, connectivity with a community, whether local or a virtual group of like-minded individuals, is critical.
- Expand “reach” with HD2 and HD3 channels, especially for AM band stations. Radio can air special programming targeted to a specific audience.
- Be everywhere and be able to be heard everywhere; upgrade apps and focus on them as one does their OTA product.



**Mike McVay**

President, McVay Media Consulting



**McVAY MEDIA**

“

The In-Dash Experience (IDE) has to be at a high level for radio to be seen as an equal to the other audio sources available. This requires improving the listening experience with both quality and content, as well as displaying text, logos, and other images to enhance the easy accessibility of the medium.

”

— Mike McVay, President, McVay Media Consulting



# Six Key Findings

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# Acknowledgements



**Jackson Houchens**

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**Joe Marshall**

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**Suzy Schultz**

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Founder, Creative Prism*



**Jane Madsen**

*Production/Design, Quu  
Jane E. Madsen Design*



2024 IN-VEHICLE VISUALS REPORT

# Thank you!



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