



2025 IN-VEHICLE VISUALS REPORT

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



About the Report

Quu's 2025 In-Vehicle Visuals Report provides a fresh look at radio's place in the top 100 best-selling models in the U.S.

In its second year, the report features an updated scorecard of dashboard features, expert insights, and strategies to help AM/FM radio stay competitive where it matters most. All the data on the models surveyed is available at QuuReport.com.

The research is clear: radio is getting harder to find on the dashboard. Big tech, streaming services, and satellite radio are fighting for space, while AM/FM faces challenges in accessibility and engagement.

Our place in vehicles is shifting. To remain a driving force, radio must adapt, unify, and move forward—together.



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

ANALYZING THE DATA

The 2025 report follows the same methodology as the 2024 report, using the same analyst, time period, and sales data source [GoodCarBadCar](#).



Doug Hyde

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

Also returning is our panel of industry experts—Fred Jacobs, Paul Jacobs, Joe D’Angelo, and Mike McVay—who reviewed the research and shared their perspectives on radio’s in-dashboard potential, challenges, and opportunities for growth.



Terminology & Definitions

TERMS IN THIS REPORT

Audio-forward

The operating system (OS) has an audio/media button that generally defaults to the audio source last played.

Radio-forward

The OS opens to a radio screen at startup or has a dedicated radio button that always leads to radio.

Built-in: Technology native to the vehicle's system, no phone required.

Infotainment system: The vehicle's hub for entertainment and connectivity, combining hardware and software for audio, navigation, and apps.

Last touch: The last audio source played, often determining what displays when the vehicle turns on.

Metadata: Text and images on a vehicle's screen, like station names, song titles, album art, and logos.

Smartphone integration: Technology that brings smartphone apps to the dashboard, like Apple CarPlay and Android Auto.

Streaming app: A built-in or phone-connected app that streams audio like Spotify, Amazon Music, or TuneIn.



REPORT HIGHLIGHTS

SCOREBOARD AND FINDINGS



Dashboard Feature	2024 % of models	2025 % of models
FM Radio	100%	100%
AM Radio	98%	98%
HD Radio	70%	67%
SiriusXM	92%	94%
Android Auto	98%	98%
Apple CarPlay	98%	98%
Built-in streaming apps	20%	37%
Text display for radio	100%	100%
Image display for radio	60%	60%
Radio button	36%	26%

2025 Dashboard Scoreboard

A snapshot of how common each feature is in the dashboard of the top 100 best-selling new models in the U.S. We will update the scoreboard annually to track radio's standing and progress.



The Data Dashboard

Visit QuuReport.com to search and sort the data for all the models surveyed.

- ✓ View by make/model
- ✓ See dashboard photos
- ✓ Click any row for details

ABOUT THIS REPORT VISIT MYQUU.NET

2025 In-Vehicle Visuals Report Data

Search and sort all 100 vehicles surveyed. Click any row for details. Definitions: **PS** – Program Service Name: 8-character field usually next to the frequency display. **RT** – Radio Text: full 64-character message on analog FM. **PSD** – HD Radio text with discrete artist and title fields. **Station Logo** – broadcast static station logo. **AE** – Artist Experience: dynamic album art or images sent with each broadcast element.

Print Export

Show 25 entries

↓ 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
Acura	RDX	2025	Yes (Software Button)	Yes	No	Yes	Yes	Title is over Artist
Acura	MDX	2025	Yes (Software Button)					
Audi	Q5	2024	Yes					
Audi	SQ5	2025	Yes (Software Button)					
BMW	X3	2024	Yes					
BMW	X5	2024	Yes					
BMW	4 Series	2024	Yes					
BMW	X5	2025	Yes (Software Button)					
BMW	X3	2025	Yes (Software Button)					
BMW	4 Series	2025	Yes (Software Button)					

Row details

Make: Buick

Model: Envision

Year: 2025

Trim Level: Preferred

Radio Features: FM Radio, AM Radio, SiriusXM Radio, Apple CarPlay, Android Auto, Built in Streaming apps (in the car's OS), Google Built-In/Android Automotive OS

Additional: System opened initially to main apps screen. Can swipe R->L to access second app screen. Along the left side of the screen, there are 6 shortcut buttons, one of which is an audio button. The first time you click the audio button, you have an option of AM

Dedicated Radio Button?: No (Software Button, Audio -> Last Pressed)



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The screenshot displays the Quu Data Dashboard interface. On the left, a table lists various vehicle models with columns for Make, Model, and Year. The table is sorted by Make (descending) and Model (ascending). A search bar and 'Print'/'Export' buttons are at the top. On the right, a 'Row details' panel for a Chevrolet Silverado (2025) provides extensive information about its radio features, including FM Radio, AM Radio, SiriusXM Radio, and Apple CarPlay. It also includes a 'Dedicated Radio Button' section and a 'Secondary or Widget Views' section. At the bottom of the details panel, there is an 'RDS Dash Image' showing a car's infotainment screen. On the far right, a table shows the results of a search for 'HD Radio text' and 'Station logo when songs are not playing?' across various models, with columns for 'Yes' and 'No'.

Six Key Findings

1

Most new models default to the last audio source played.

2

AM/FM radio is still ubiquitous but harder to find and use in vehicles.

3

The digital dashboard is packed with more audio choices.

4

Detroit is doubling down on built-in streaming apps.

5

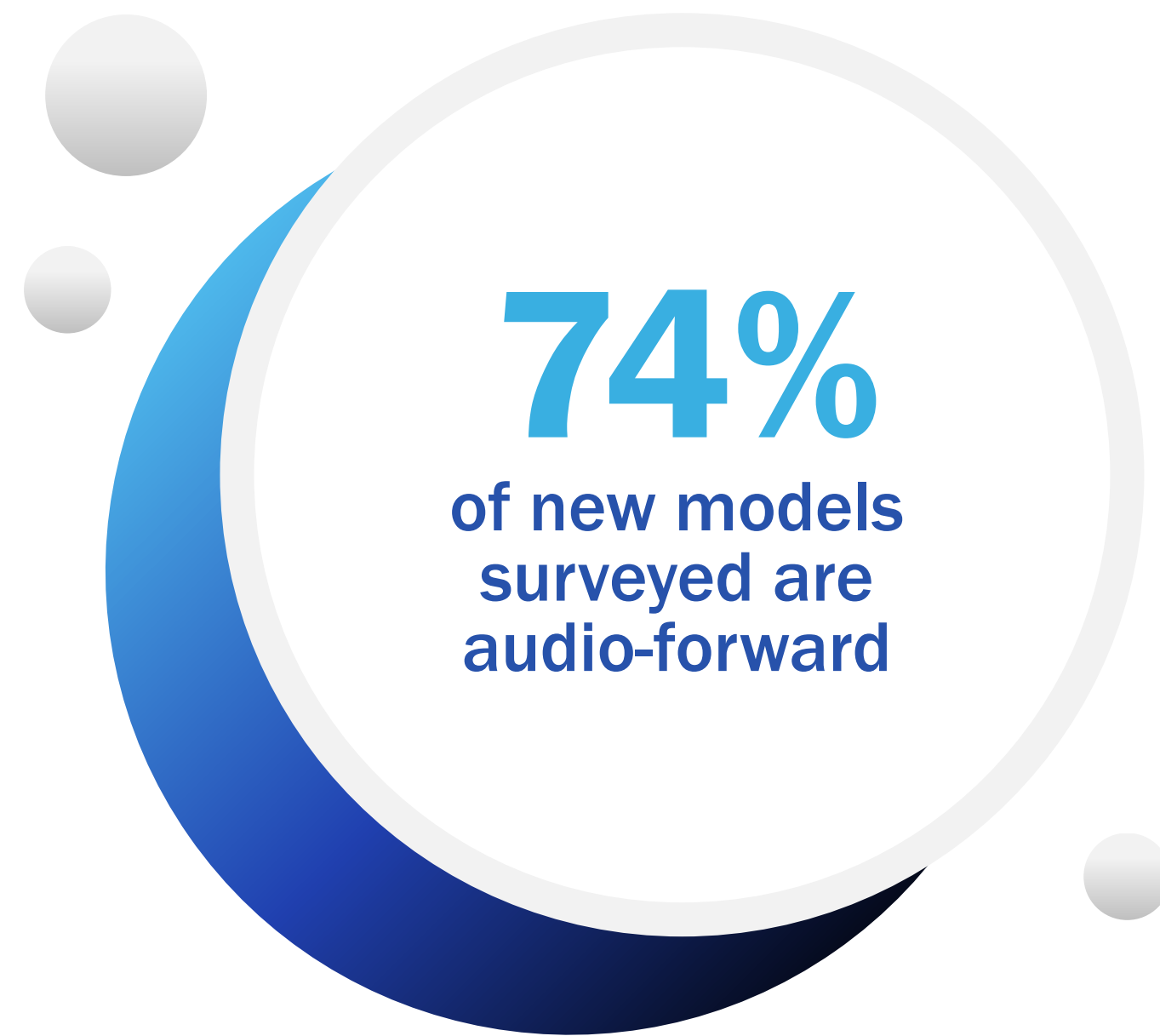
Two out of three new models are HD-equipped.

6

All new vehicles can display text. More than half can show images.

KEY FINDING **1**

Most new vehicles default to the last audio source played.



What this means

The digital dashboard is reshaping how drivers and passengers experience audio.

Today, 74% of models surveyed are audio-forward: generally defaulting to the last source played when the vehicle restarts.

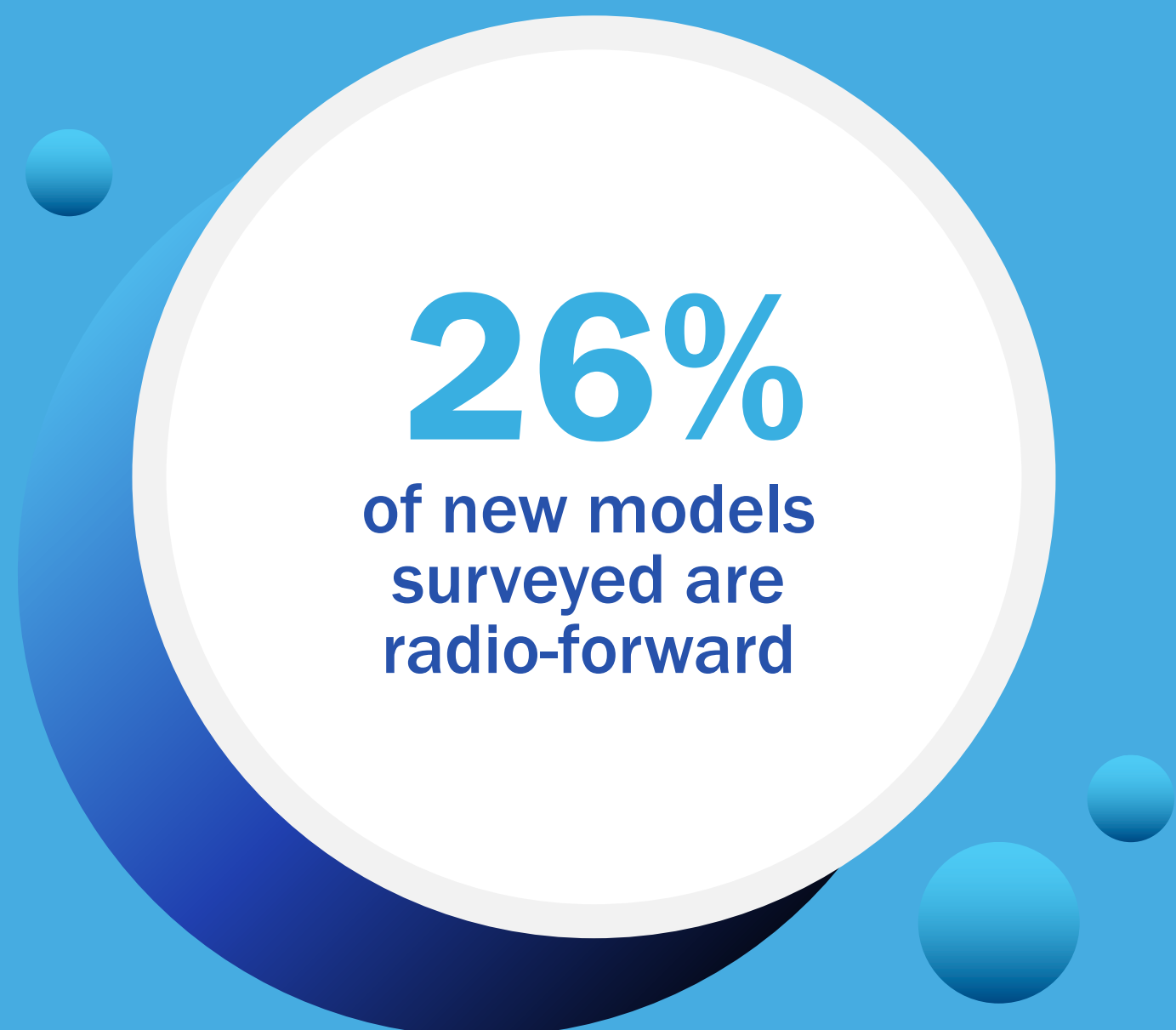
If listeners select AM/FM radio, the system returns to it until they choose something else.

In an audio-forward vehicle, AM/FM radio must earn its place on the screen.

Stations should aim to be the last touch.

KEY FINDING **2**

AM/FM radio is still ubiquitous but harder to find and use in vehicles.



26%
of new models surveyed are radio-forward

Source: Quu 2025 In-Vehicle Visuals Report surveying the top 100 models sold in 2024

What this means

Dedicated radio buttons are going away.

Only 26% of the models surveyed are radio-forward, down from 36% in 2024.

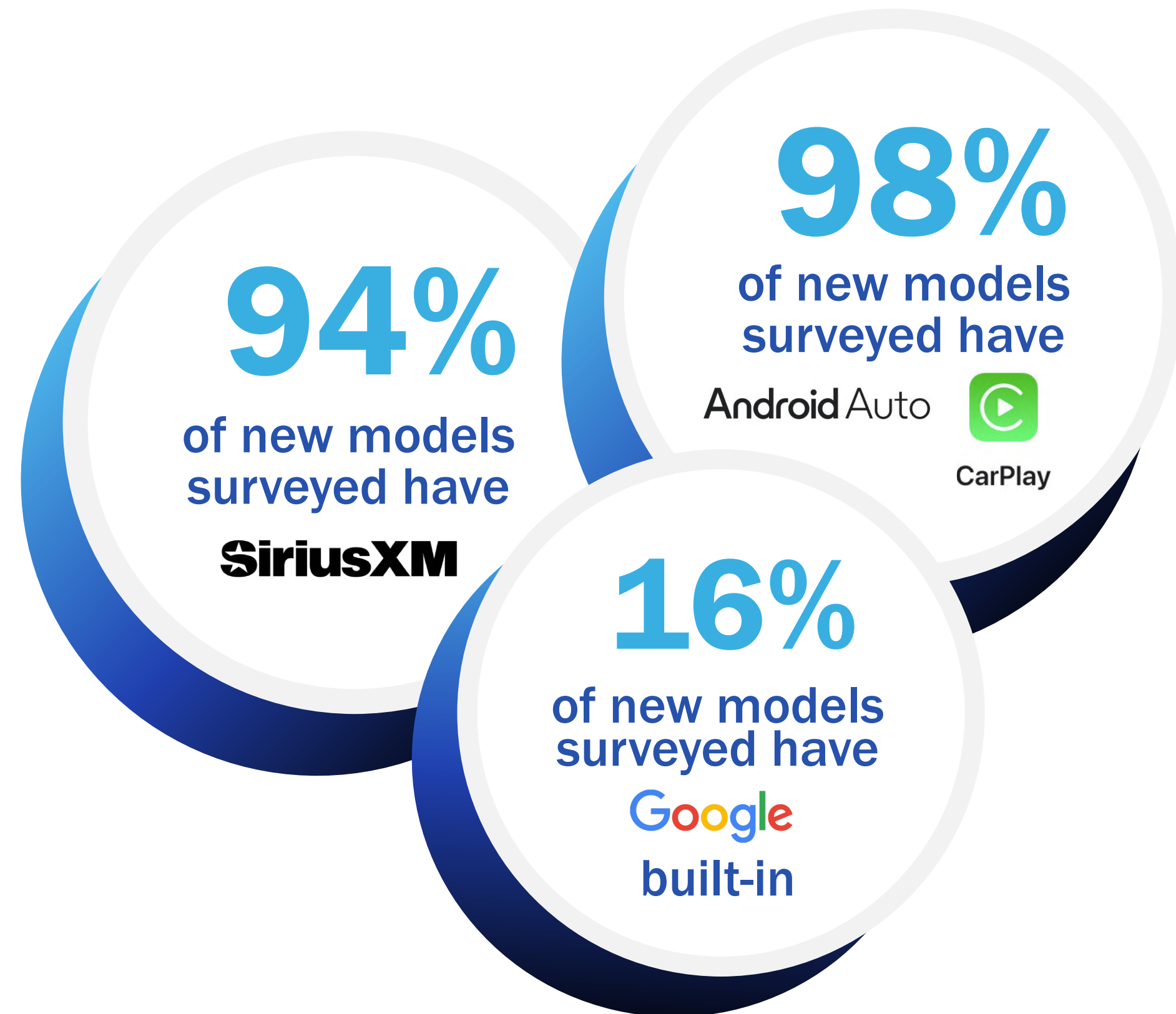
Same as last year, 100% of the models have FM radio, and 98% have AM.

But modern infotainment systems bury AM/FM radio in menus, making it harder to find and select quickly.

Radio in vehicles used to be effortless—now listeners have to work to find it.

KEY FINDING **3**

The digital dashboard is packed with more audio choices.



Source: Quu 2025 In-Vehicle Visuals Report surveying the top 100 models sold in 2024

What this means

AM/FM radio is not competing with itself.

94% of models surveyed can receive SiriusXM—up from 92% in 2024.

Today's infotainment systems have built-in tech and smartphone integration. 98% have Apple CarPlay and Android Auto.


Google built-in grew from 9% to 16% this year. Most Google-enabled cars are GM models.

Radio needs to stay top of mind for listeners and advertisers. AM/FM still dominates ad-supported audio consumption in vehicles*, but personalized streaming, podcasts, and audiobooks are increasingly a tap or voice command away.

*Edison Research Share of Ear Q1-Q4 2024

KEY FINDING **4**

Detroit is doubling down on built-in streaming apps.

A large white circle with a blue shadow and a blue gradient background. Inside the circle, the text "37%" is written in a large, bold, blue font. Below it, the text "of models surveyed have built-in streaming apps" is written in a smaller, blue font. The circle is surrounded by several smaller blue circles of varying sizes, some overlapping the main circle.

37%
of models surveyed have built-in streaming apps

Source: Quu 2025 In-Vehicle Visuals Report surveying the top 100 models sold in 2024

What this means

Streaming in vehicles is gaining ground.

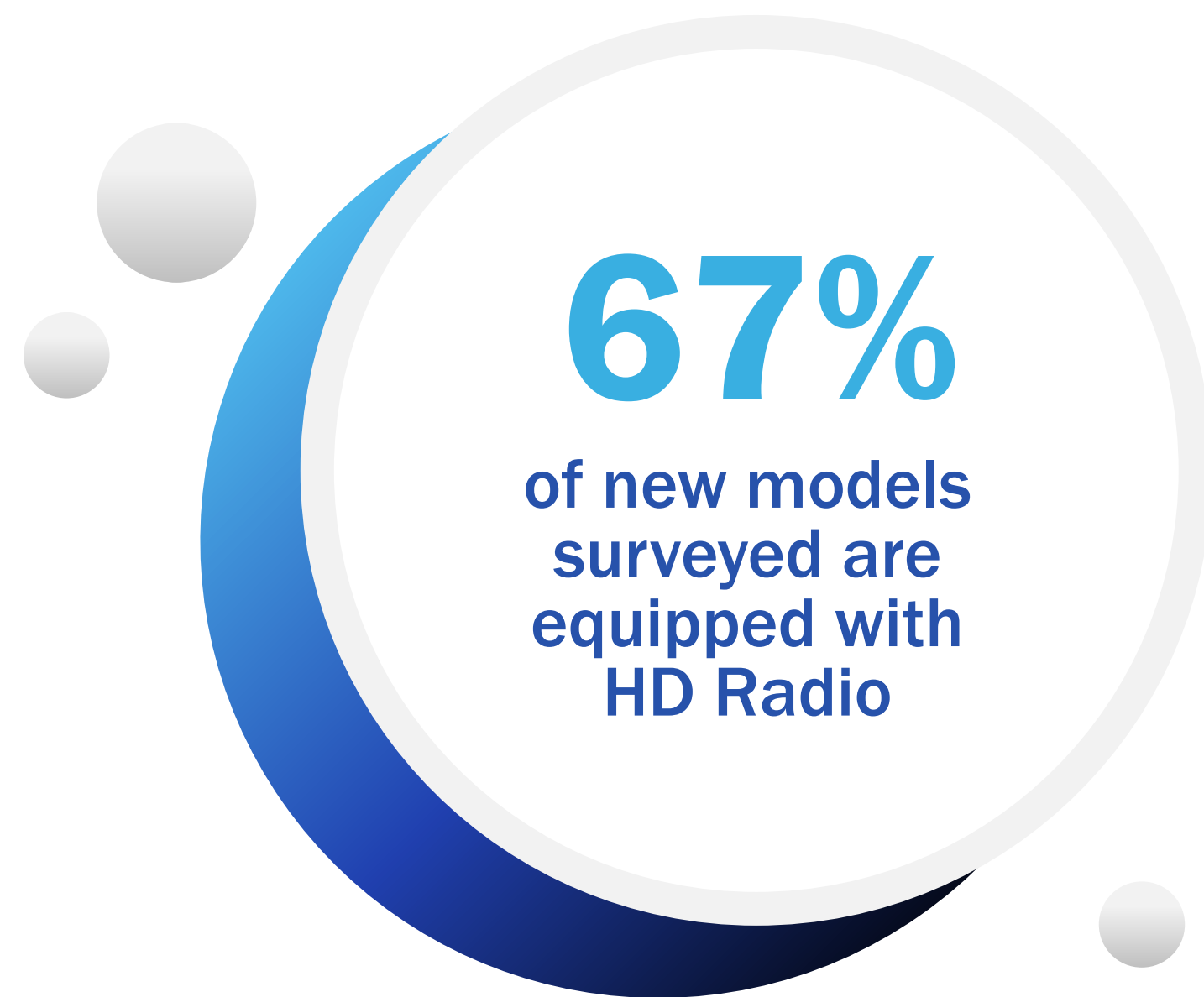
Overall, adoption of built-in streaming apps like Spotify, Amazon Music, or TuneIn nearly doubled since last year.

Domestic manufacturers are driving this growth, which signals U.S. automakers are prioritizing streaming over traditional radio. In 2025, 57% of domestic vehicles have built-in streaming apps, compared to 25% in 2024.

AM/FM radio is competing to stand out. It should promote news, emergency alerts, and real-time updates to highlight what sets radio apart from streaming.

KEY FINDING **5**

Two out of three new vehicles are HD-equipped.



What this means

HD Radio is widely available, giving stations a competitive advantage—if they use it.

Nearly all HD-equipped models can display images, enhancing the listening experience.

Better sound, album art, and on-screen content make AM/FM radio more engaging.

AM/FM radio can leverage built-in technology like HD Radio and DTS AutoStage to improve visibility, grow revenue, and meet changing audience and automaker expectations.

KEY FINDING **6**

All new vehicles can display text. More than half can show images.

100%
of new models surveyed can display text for radio

60%
of new models surveyed can display images for radio

What this means

Dashboards are more visual. All new models we surveyed display text, and over half can show images.

A station's in-dash appearance is an essential brand extension. Logos, station content, and ads on screen enhance the listener experience and make radio more memorable.

Implementation is no longer optional. Radio must deliver a modern, engaging visual experience to compete.



THE ROAD AHEAD

What radio can do today.

FRED'S TAKEAWAYS

Defend Radio's Dashboard Presence

- AM/FM radio is ubiquitous, but built-in streaming apps, fewer radio buttons, complex dashboards, and growing audio choices make local radio harder to find.
- To fight for visibility, optimize and showcase what makes radio unique: live content, local connection, and standout personalities.
- The “last thing/first thing cycle” is an important concept. There are no “dead dayparts” if a car starts with the last audio heard. All dayparts are important.
- The real battle isn't other stations—it's all in-car media. Programming and audience engagement strategies must reflect this shift.
- Own your dashboard experience. Actively manage station visuals and messaging to stay relevant, responsive, and top-of-mind.



Fred Jacobs

President, Jacobs Media



Jacobs
media strategies

“

While AM and FM stations enjoyed absolute primacy in cars and trucks for decades and decades, this year's report makes it crystal clear the in-vehicle competitive battle for radio's top listening location is intensifying with each passing year.

”

— Fred Jacobs, President, Jacobs Media

PAUL'S TAKEAWAYS

Sell Radio's In-Vehicle Advantage

- Sales teams must emphasize AM/FM radio's continued strength in vehicles, highlighting enhanced visuals to keep audiences engaged.
- Stations that market dashboard opportunities first will gain a major competitive edge in local ad sales.
- With CarPlay and Android Auto standard in most vehicles, stations must ensure their mobile apps work seamlessly and get consistent promotion.
- Local radio can offer advertisers exclusive dashboard real estate with text and image display—a unique advantage over competitors.
- Despite growing competition, radio's ability to combine audio with visual messages ensures its dominance in local advertising.



Paul Jacobs

VP/GM, Jacobs Media



Jacobs
media strategies

“

AM/FM radio can enhance its value to local advertisers and maintain a competitive edge by leveraging exclusive on-screen text and image opportunities. Stations that move quickly to market this limited dashboard real estate will gain a first-mover advantage and unlock significant long-term revenue.

”

— Paul Jacobs, VP/GM, Jacobs Media

JOE'S TAKEAWAYS

Enhance In-Vehicle Experiences

- In 2024, more vehicles shipped with HD Radio than ever before—over 60% of all cars sold.
- Toyota and Ford are moving toward full HD Radio standardization, expected within 24–36 months.
- Over 110 million cars on the road can deliver enhanced advertising for broadcast clients.
- As in-car connectivity continues to proliferate, AM/FM radio should leverage all available technologies to compete – including RDS, HD Radio, and DTS AutoStage.
- In-car listening metrics will be critical to remain competitive in the digital advertising marketplace.



Joe D'Angelo

SVP, Global Broadcast Radio Xperi Inc.



XPERI

“

In-car media systems continue to evolve rapidly. Increased screen size, expansion of services, and more reliable connectivity are driving innovation and competition. Broadcasters must respond and have powerful solutions to deploy and defend their position in the dash.

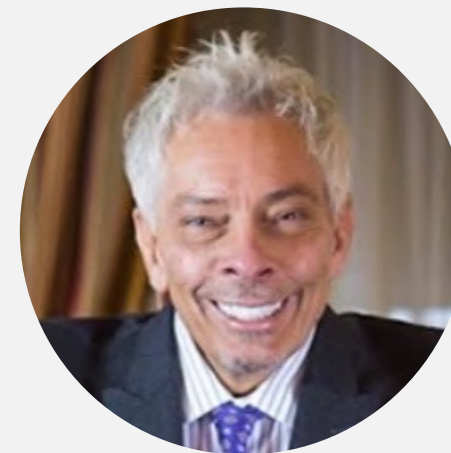
”

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

MIKE'S TAKEAWAYS

Make Radio Accessible

- AM/FM radio must unify and act now to stand out in a crowded, competitive dashboard.
- Audio-forward vehicles bury radio in menus unless it's the last touch. Stations must use visuals and engagement to stay on screen.
- Leverage radio's strengths with strong local programming and visuals that resonate. Optimize streaming and voice search so drivers can easily find your station.
- Advertisers and listeners expect more—radio must deliver a dynamic, digital-like appearance in vehicles.
- Be memorable. Enhance AM/FM radio's in-vehicle experience with compelling on-air and on-screen messaging crafted to engage multiple senses.



Mike McVay

President, McVay Media Consulting



McVAY MEDIA

“

Radio remains strong, but adding visual elements enhances engagement. Displaying real-time visuals like song titles and programming messages on dashboards enriches the listener experience and keeps radio competitive in today's digital world.

”

— Mike McVay, President, McVay Media Consulting

Six Key Findings

1

Most new models default to the last audio source played.

2

AM/FM radio is still ubiquitous but harder to find and use in vehicles.

3

The digital dashboard is packed with more audio choices.

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Two out of three new models are HD-equipped.


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All new vehicles can display text. More than half can show images.

Key Takeaways

- AM/FM radio is still ubiquitous but harder to find in today's vehicles.
- Dashboards are built for all audio—not just radio.
- Radio is one of many choices in a packed infotainment system.
- All dayparts gain importance if a car starts with the last audio heard.
- Stations have the tools to stay competitive, but they must use them.
- Radio must adapt, innovate, and unite.
- Now is the time to shift gears and act.
- Radio dominates ad-supported audio consumption in vehicles.

(Edison Research Share of Ear Q1-Q4 2024)

A large, light blue circular callout bubble with a white center and a dark blue shadow. It is surrounded by several smaller, semi-transparent grey circles of varying sizes. The text inside is in a bold, blue, sans-serif font.

**To stay top of
mind, radio
must earn the
last touch.**

Industry Recommendations

Be compelling.

Make AM/FM radio stand out against more audio choices.

Own the last touch.

Keep listeners on local radio with strong engagement.

Use built-in tools to compete.

HD Radio and DTS AutoStage enhance sound and visuals.

Enhance your station's display.

Show your logo, album art, and real-time info on dashboards.

Think digital-first.

Compete with streaming through modern content strategies.

Work together.

A unified industry approach keeps radio top of mind.

Act Now

AM/FM can hold its ground in an increasingly crowded dashboard.

Acknowledgements



Jackson Houchens

*Independent
Researcher*



Joe Marshall

*Sr. Dir. Technical
Services, Quu*



Suzy Schultz

*Head of Marketing, Quu
Founder, Creative Prism*



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



2025 IN-VEHICLE VISUALS REPORT

Thank you!



Steve Newberry

CEO, Quu Inc

202.286.6186

steve@myquu.com