



# 2026 IN-VEHICLE VISUALS REPORT

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



# About the Report

Quu's 2026 In-Vehicle Visuals Report provides a fresh look at radio's place in the top 100 best-selling models in the U.S.

In our 3<sup>rd</sup> year, trendlines are emerging. Screens are everywhere in vehicles. Dashboards are getting smarter and more intuitive to use. Audio is now almost always paired with a visual.

What listeners see impacts what they hear.

For radio, the challenge isn't availability—it's discoverability. With that in mind, we're eager to share this year's data, key findings, and expert insights to inform radio on how to stay competitive.

Ensuring sound is seen isn't optional. It's essential.



**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

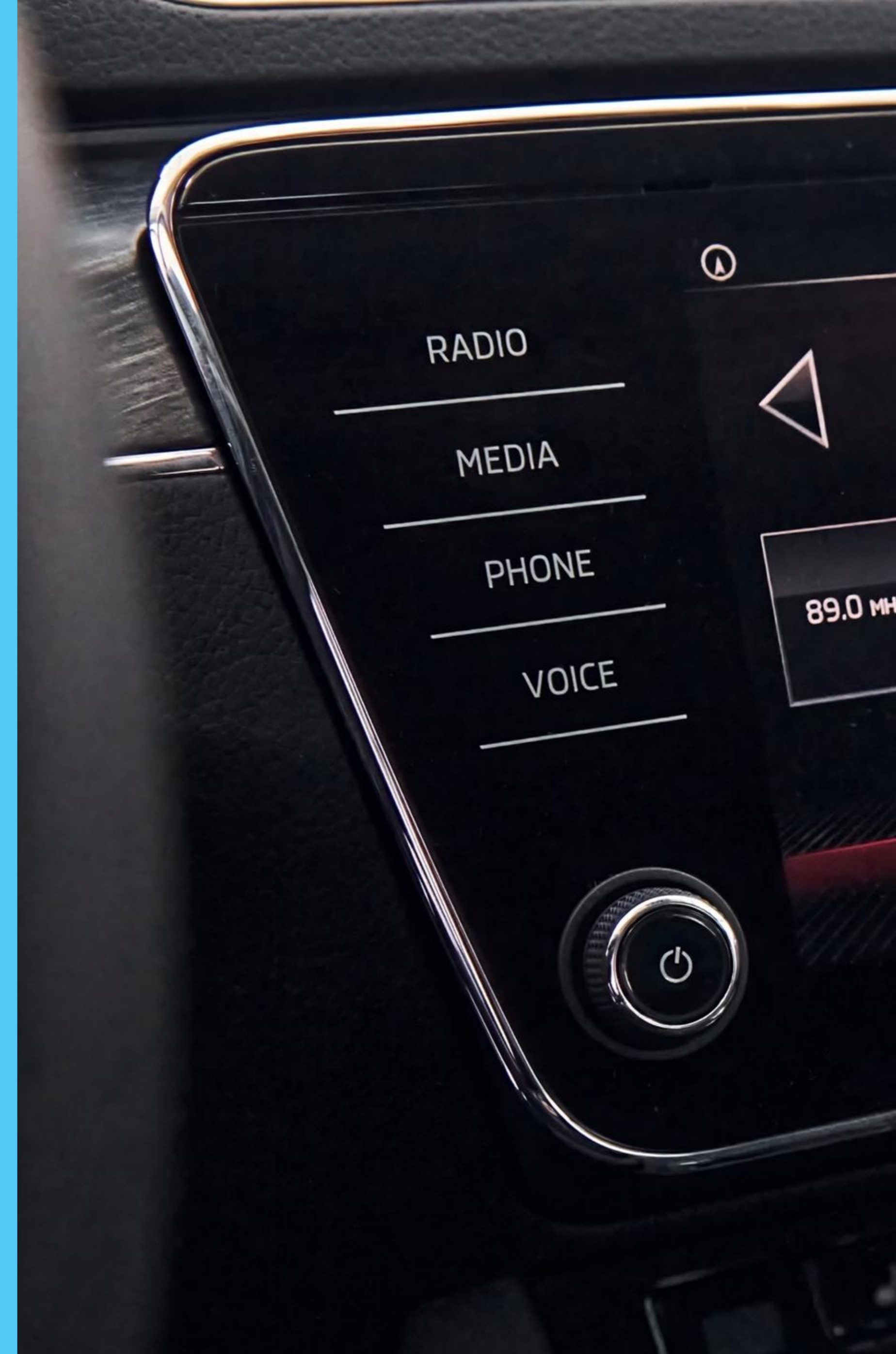
The 2026 report follows the same methodology as the two previous reports, using the same analyst, time period, and sales data source [GoodCarBadCar](#).



**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

**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.

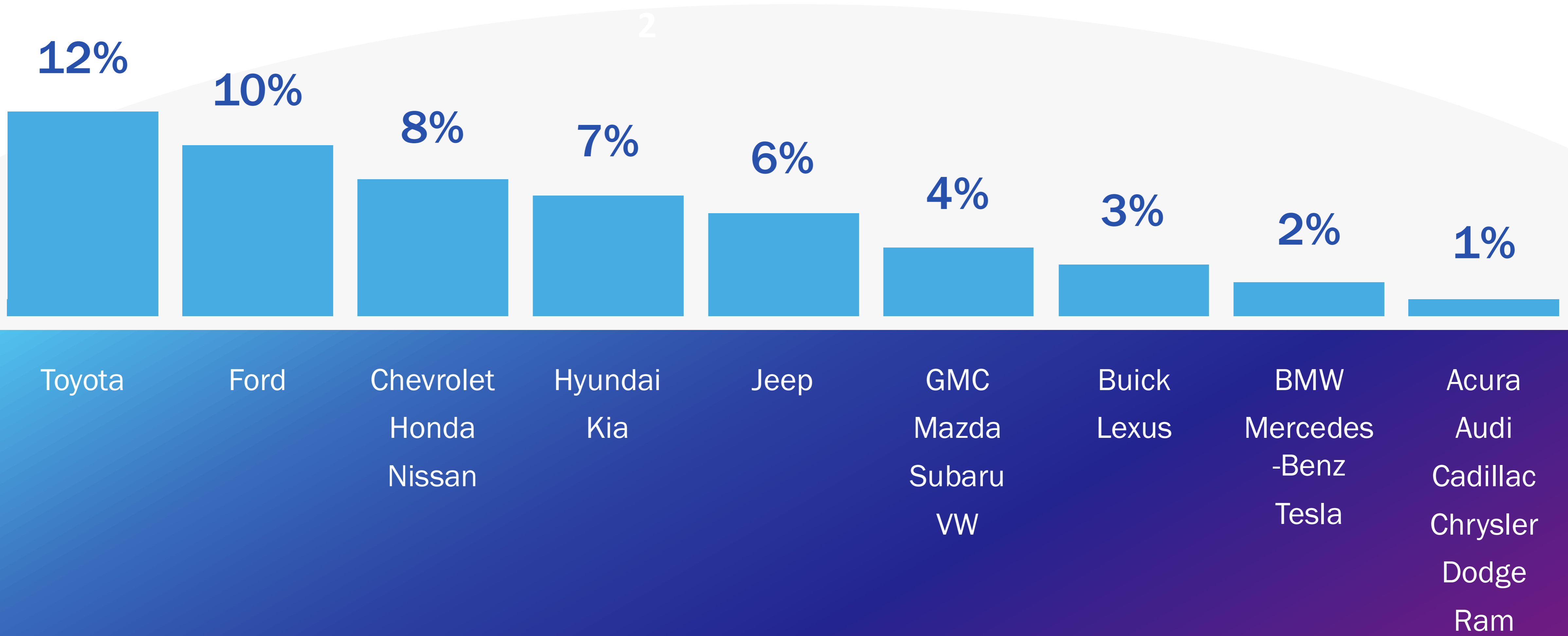


REPORT HIGHLIGHTS

# SCOREBOARD AND FINDINGS



# Top 100 Market Share



*How to read: % = each brand's share of the top vehicles.  
 Example: Chevrolet, Honda, and Nissan each account for 8% of the top 100 models.*



Dashboard Feature	2024 % of models	2025 % of models	2026 % of models
FM Radio	100%	100%	100%
AM Radio	98%	98%	100%
HD Radio	70%	67%	74%
SiriusXM	92%	94%	85%
Android Auto	98%	98%	98%
Apple CarPlay	98%	98%	98%
Built-in streaming apps	20%	37%	53%
Text display for radio	100%	100%	100%
Image display for radio	60%	60%	65%
Radio button	36%	26%	35%
DTS AudioStage	–	11%	23%

# 2026 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 update the scoreboard annually to track radio's standing and progress.



# The Data Dashboard

Visit [QuuReport.com](https://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

**2026 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

Search table 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	2026	Yes (Software Button)	Yes	No	Yes	Yes	Title is over Artist
Acura	MDX	2025	Yes (Software Button)					
Audi	Q5	2024	Yes					
Audi	SQ5	2026	Yes (Software Button)					
BMW	X3	2024	Yes					
BMW	X5	2024	Yes					
BMW	4 Series	2024	Yes					
BMW	X5	2026	Yes (Software Button)					
BMW	X3	2025	Yes (Software Button)					
BMW	4 Series	2025	Yes (Software Button)					

**Row details** [X]

**Make:** Buick

**Model:** Envision

**Year:** 2026

**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)



# The Data Dashboard

Visit [QuuReport.com](https://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

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, including radio features, additional system details, and dedicated radio button specifications. Below the details, a grid of dashboard photos shows different radio interface configurations, with columns for 'HD Radio text (PSD) Displays Artist and Title?', 'Station logo when songs are not playing?', and 'Album art (HD Artist Experience)'.

Make	Model	Year
Acura	MDX	2024
Acura	RDX	2025
Acura	MDX	2025
Audi	Q5	2024
Audi	SQ5	2025
BMW	X3	2024
BMW	X5	2024
BMW	4 Series	2024
BMW	X5	2025
BMW	X3	2025
BMW	4 Series	2025
Buick	Enclave	2024
Buick	Envision	2023
Buick	Encore GX	2024
Buick	Encore GX	2024
Buick	Envista	2025
Buick	Envision	2025
Cadillac	Escalade	2024
Chevrolet	Silverado	2023
Chevrolet	Tahoe/Suburban	2023
Chevrolet	Blazer	2023
Chevrolet	Malibu	2024
Chevrolet	Equinox	2024

**Row details**

**Make:** Chevrolet

**Model:** Silverado

**Year:** 2025

**Trim Level:** LT

**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 5 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)

**Dedicated Radio Button Details:**

**Secondary or Widget Views:** It is shown on the main radio only screen, on the widget/left sidebar display, and on the instrument panel if the user has chosen a screen that includes radio information.

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

**PS Displays by Default?:** Not Applicable

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

**RT Displays by Default?:** Yes

**Radio Text or PS Settings?:**

**Entire Radio Text Shown?:** Truncates in some cases

**Way to display full Radio Text?:** No

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

**GraceNote Logo?:** No

**Ability to disable GraceNote?:** Not Applicable

**HD Radio text (PSD) Displays Artist and Title?:** This vehicle does not have HD radio

**Station logo when songs are not playing?:** This vehicle does not have HD radio

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

**Artist / Title order?:** This vehicle does not have HD radio

**Navigation to Radio:** Audio-Forward

**Other button label:** 2

**Number of Button presses to Radio:** 1

**Radio Info on Instrument Cluster?:** Station Frequency, RT (for non-HD radios only)

**RDS 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	Title is over Artist	Title is over Artist
Yes	Title is over Artist	Title is over Artist
Yes	Yes	Yes
Yes	Artist is over Title	Artist is over Title
Yes	Yes	Yes
Yes	Yes	Yes
Yes	Yes	Yes
Yes	Title is over Artist	Title is over Artist
Yes	Title is over Artist	Title is over Artist
Yes	Title is over Artist	Title is over Artist
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
This vehicle does not have HD radio	This vehicle does not have HD radio	This vehicle does not have HD radio
This vehicle does not have HD radio	This vehicle does not have HD radio	This vehicle does not have HD radio
This vehicle does not have HD radio	This vehicle does not have HD radio	This vehicle does not have HD radio
This vehicle does not have HD radio	This vehicle does not have HD radio	This vehicle does not have 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

# Six Key Findings

1

Screens are everywhere — radio must be visual.

2

Infotainment systems are more familiar and intuitive.

3

AM/FM is still ubiquitous but increasingly harder to find.

4

Earning the 'last touch' matters more than ever.

5

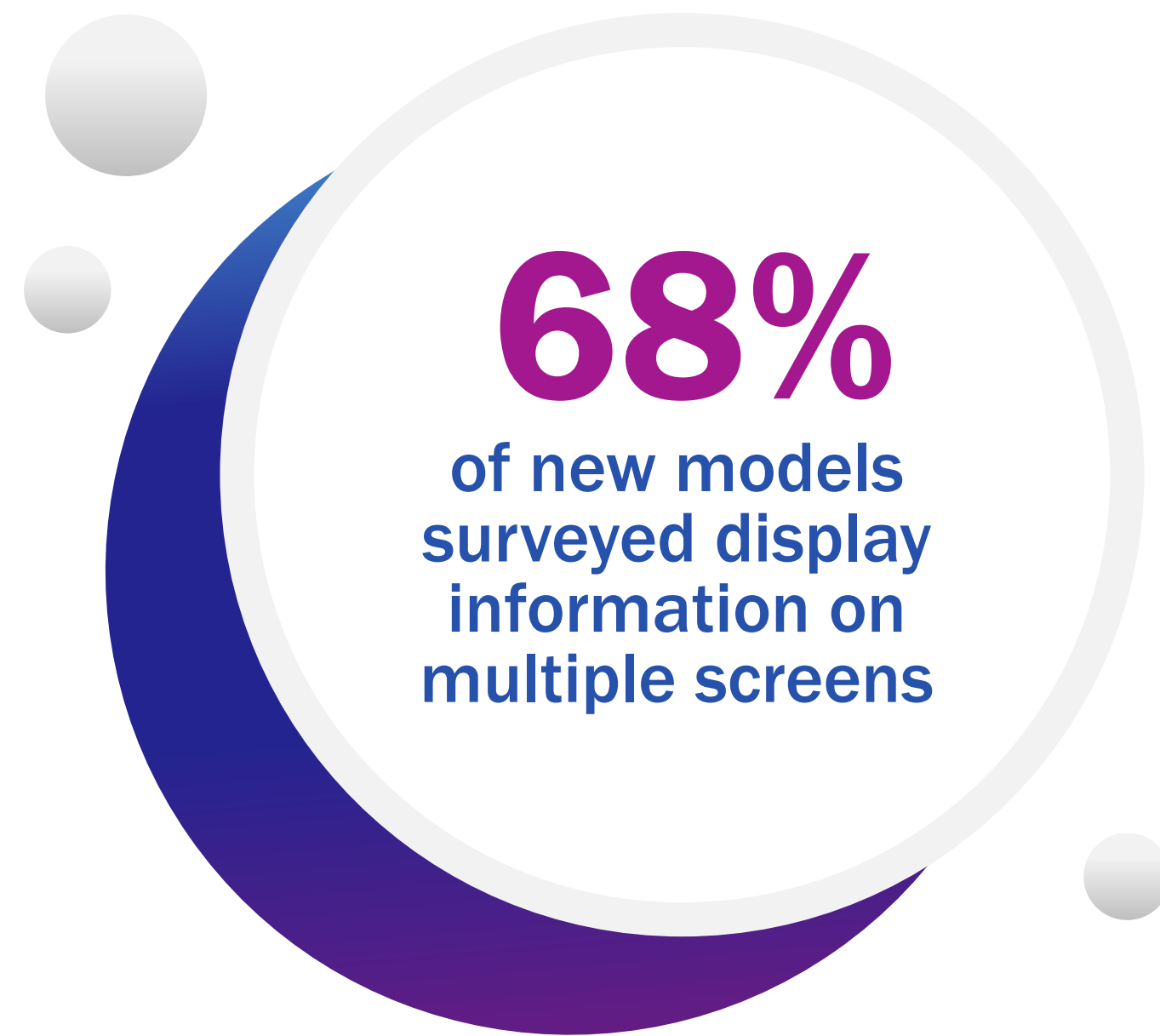
HD Radio is growing.

6

Apple CarPlay and Android Auto hold steady while SiriusXM loses ground.

KEY FINDING **1**

## Screens are everywhere — radio must be visual.



### What this means

Radio must become a visual experience.

100% of new models surveyed display text and 65% support images like album art, logos, ads, and other visual enhancements.

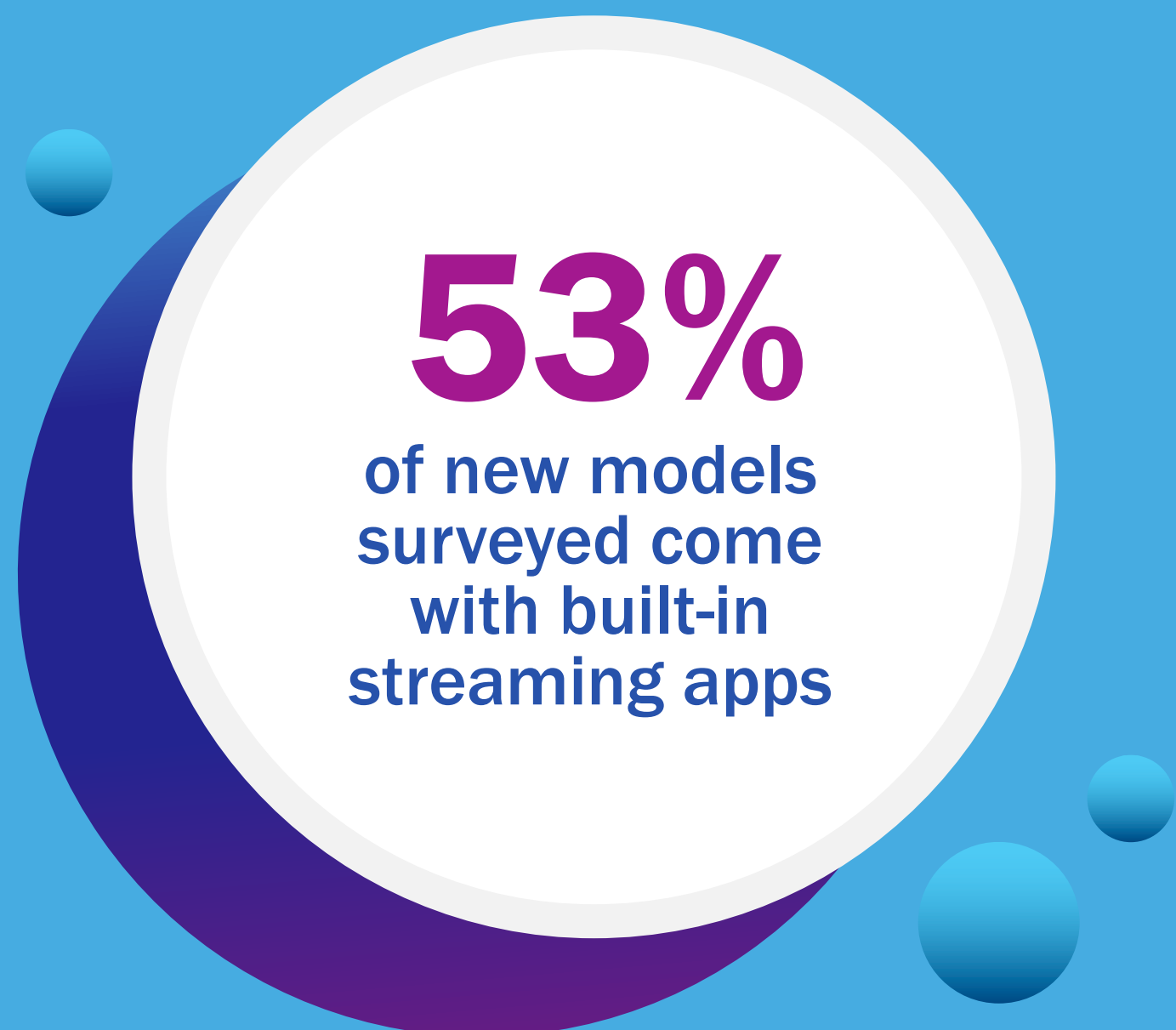
Two out of three (68%) models display station information on screens in **multiple** locations.

The growing presence of large infotainment displays in vehicles means radio is no longer just heard—it is seen.

Dashboards are visual environments, and how radio appears on these screens is increasingly important to listener discovery.

KEY FINDING **2**

## Infotainment systems are more familiar and intuitive.

A large white circle with a purple shadow and a white border is centered on the page. Inside the circle, the text "53%" is written in a large, bold, purple font. Below it, the text "of new models surveyed come with built-in streaming apps" is written in a smaller, blue font. The background of the slide is a solid blue color with several smaller blue circles of varying sizes scattered around the main graphic.

**53%**  
of new models surveyed come with built-in streaming apps

Source: Quu 2026 In-Vehicle Visuals Report surveying the top 100 models sold in 2025

## What this means

More infotainment systems have smartphone-style interfaces, making them intuitive to use.

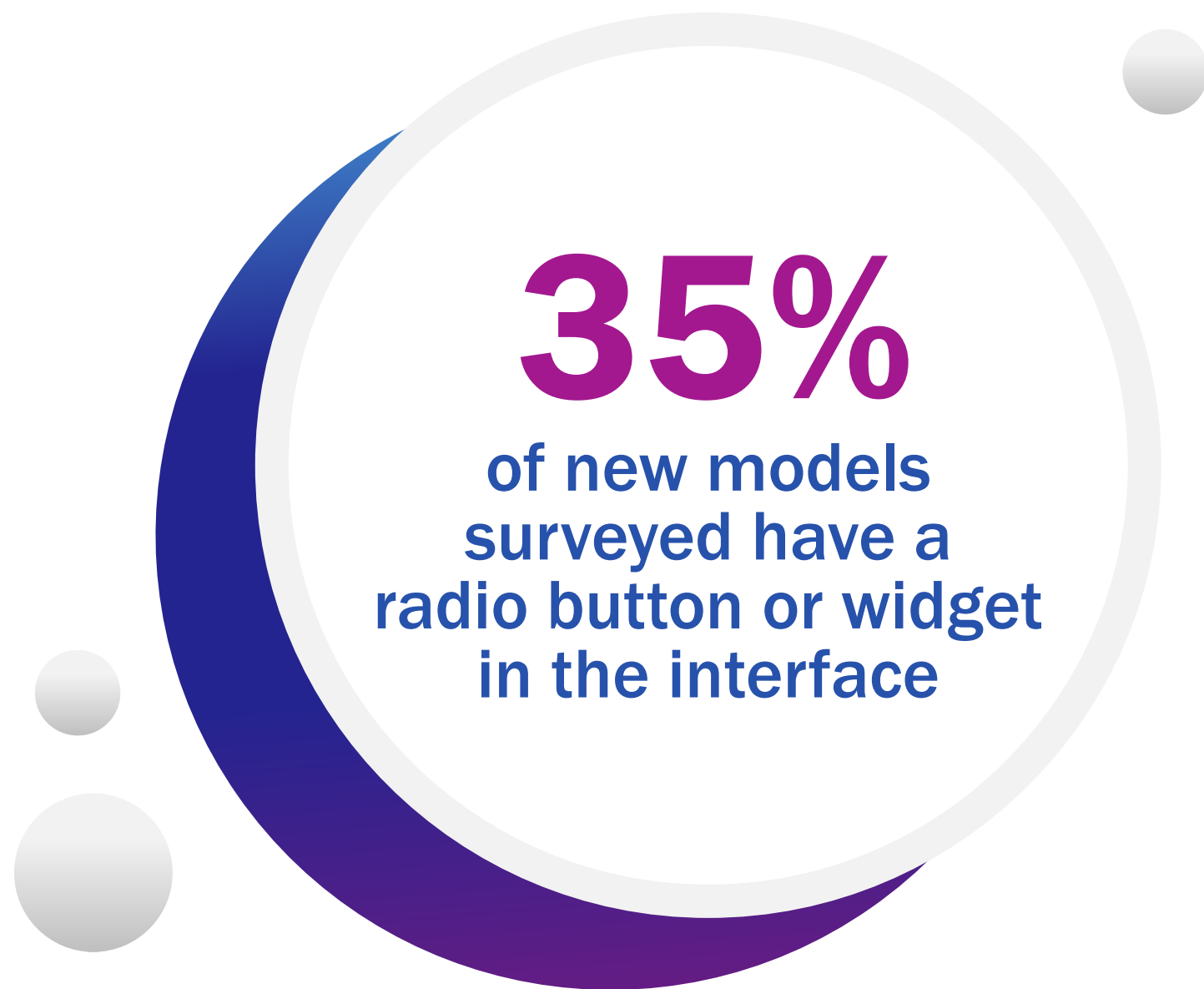
Built-in streaming apps have more than doubled in the past two years. 53% of models surveyed include built-in streaming apps, up from 20% in 2024 and 37% in 2025.

Toyota and Hyundai now offer built-in streaming on every model surveyed. Honda offers it on five of its eight models.

Familiar interfaces and built-in streaming apps make it easier and faster for listeners to switch between audio sources.

KEY FINDING **3**

## AM/FM is still ubiquitous but increasingly harder to find.



### What this means

Radio's challenge is visibility.

All 100 best-selling new models in the U.S. have AM/FM radio in the dashboard.

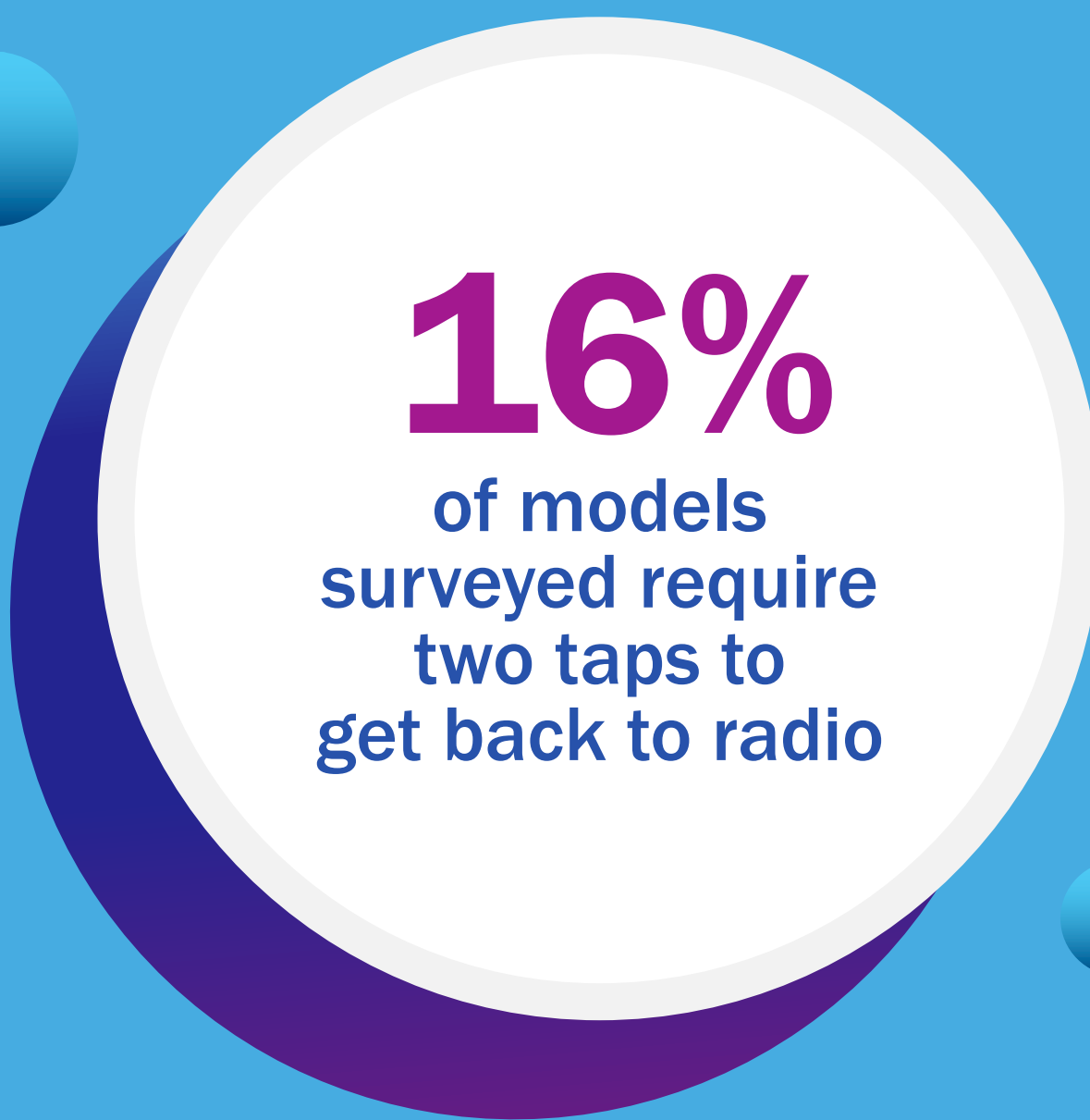
About 35% have a dedicated radio button or widget in the infotainment interface.

Fewer than 10% have a physical radio button.

Built-in streaming and app-style dashboards make radio just one of many competing audio sources. Discoverability, not availability, is the bigger issue.

KEY FINDING **4**

## Earning the ‘last touch’ matters more than ever.



**16%**  
of models surveyed require two taps to get back to radio

Source: Quu 2026 In-Vehicle Visuals Report surveying the top 100 models sold in 2025

### What this means

Most new vehicles default to the last source played when the vehicle restarts.

16% of the models surveyed required two presses to return to radio.

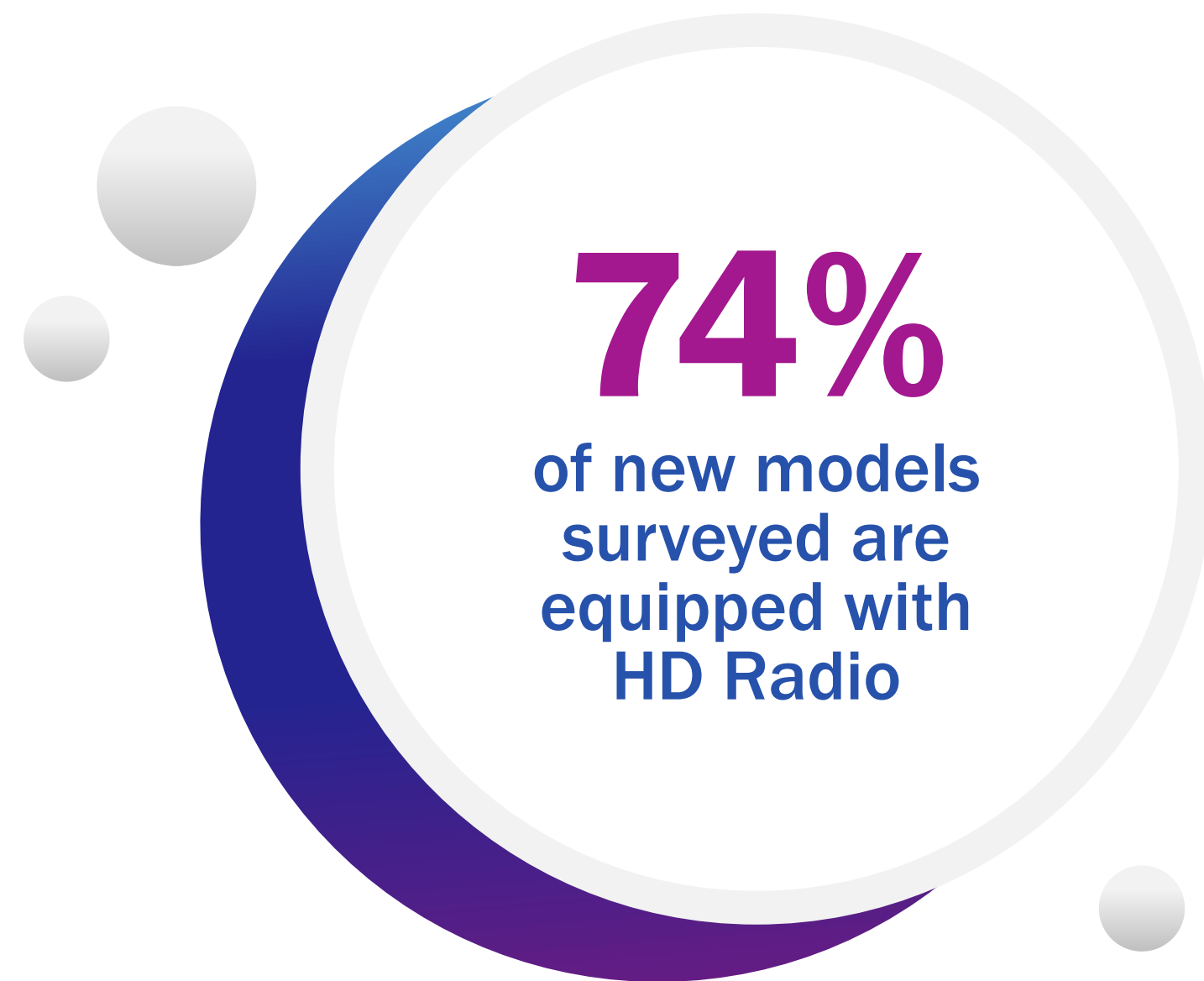
If another audio source is the last touch, it may take up to four button presses.

The audio choice of the listener as they exit the car has significant impact on the ease of returning to radio when they re-enter.

With more audio options, the last touch is vital to retaining radio listenership.

KEY FINDING **5**

## HD Radio is growing.



### What this means

HD Radio is a competitive advantage.

74% of new models now include HD Radio, up from 67% in last year's study.

Ford expanded HD Radio from 36% to 80% of its models in the top 100. Jeep includes it on all but one. Nissan and GM are still notable holdouts.

With HD Radio widely available, broadcasters can use extra HD stations, better sound, and on-screen content to strengthen radio's position in the vehicle.

KEY FINDING **6**

# Apple CarPlay and Android Auto hold steady while SiriusXM loses ground.

**98%**

of new models surveyed have

Android Auto 

CarPlay

**85%**

of new models surveyed have

**SiriusXM**

## What this means

Apple CarPlay and Android Auto remain dominant in the dashboard.

Both are available in 98% of the models surveyed. That's unchanged from last year.

SiriusXM availability fell to 85% of vehicles, down from 94% in 2025.

The drop was driven in part by Honda, where SiriusXM went from being in all models to 38%.

This shift reflects some automakers putting more emphasis on built-in streaming apps and connected services, not satellite radio.

THREE YEARS OF DATA

# What the trends tell radio

## FRED'S TAKEAWAYS

# Radio can strengthen its dashboard position

- The trendlines are clear. Dashboards are more connected and competitive. Radio is ubiquitous, but that's meaningless if listeners can't find it.
- Techsurvey 2026 found the top reason people choose broadcast radio is because it's easy to find and use in the car. That's no longer a given.
- Focus on the dashboards that matter. The top 100 models surveyed are shaping how people consume audio in vehicles today.
- Compete like a platform, not a preset. AM/FM has tools like HD Radio and on-screen visuals that help maintain its presence.
- Streams, metadata, and apps require close attention. When the quality doesn't match the on-air product, listeners notice, and it's easier to overlook your station.



**Fred Jacobs**

President, Jacobs Media



**Jacobs**  
media strategies

“

Radio is widely available in new vehicles, but it's not as easy to find or use. Stations that prioritize on-screen content, quality streams, mobile apps, and HD Radio can improve discoverability and compete more effectively on today's dashboard.

”

— Fred Jacobs, President, Jacobs Media

## PAUL'S TAKEAWAYS

# In-vehicle visibility drives revenue

- Discoverability is radio's biggest opportunity—and risk. Only 35% of dashboards have a radio button.
- If advertisers can't find radio, it sends the wrong message. Go on the offense and show clients how radio appears in today's dashboards.
- SiriusXM is declining while CarPlay and Android Auto dominate. To compete, stations need apps that are easy to find, actively promoted, and built to sell. Advertisers can buy Spotify locally. Your digital inventory must be just as accessible.
- In-car audiences expect more than sound. Add engaging on-screen sponsorships to every buy.
- If you're not seen, you lose revenue to those who are. Increase engagement and inventory with apps, HD Radio, and in-dash visuals to win local ad dollars.



**Paul Jacobs**

VP/GM, Jacobs Media



**Jacobs**  
media strategies

“

We've talked repeatedly about the 'free ride' radio has gotten in the car. That free ride is ending, and radio is getting squeezed from several angles. We need to make the moves that keep radio present, viable, and accessible in vehicles—because the automakers aren't going to do it for us.”

”

— Paul Jacobs, VP/GM, Jacobs Media

## JOE'S TAKEAWAYS

# Visuals drive discovery, engagement, and TSL

- Infotainment systems are reshaping when and how radio appears on screen. Strong visuals are critical to improving visibility and engagement.
- High-quality metadata is now table stakes; stations must deliver it in full compliance with copyright and content rights.
- Connectivity and display are increasing Time Spent Listening (TSL). Modern dashboards are contributing to longer listening sessions, and this impact is now being measured.
- Visual strategy is becoming as important as audio programming. In vehicles, it shapes perception and brand value as much as what listeners hear.
- Apple CarPlay and Android Auto support for broadcast radio reinforces its relevance and validates AM/FM's continued role in the connected car.



**Joe D'Angelo**

SVP, Global Broadcast Radio Xperi Inc.



**XPERI**

“

Radio is well positioned in the dashboard. Rich RDS, HD Radio, and connected services enabled by DTS AutoStage have empowered radio to evolve and compete. All radio broadcasters should embrace these capabilities to ensure radio's prominence continues.

”

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

## MIKE'S TAKEAWAYS

# Build listener habits and earn the last listen

- Whatever was listened to last is what's heard and seen first. Make sure it's your station.
- Program beyond prime time. Earning the last listen extends your reach beyond traditional dayparts and keeps you front and center.
- Screens are now part of the in-car listening experience. Use visuals like now playing information, positioning, and promotions to reinforce your station and boost recall.
- Infotainment systems are more intuitive. Train listeners to ask for your station by name so you're easy to find.
- Maximize every platform. Use HD Radio to expand content, strengthen brands, and improve sound quality. It allows your AM to be on the FM band, too.



**Mike McVay**

President, McVay Media Consulting



**McVAY MEDIA**

“

Programmers need to rethink how they win in vehicles. The last thing someone listens to is the first thing they hear when they start the car. Earn the last listen. With screens everywhere, use visuals, build habits, and maximize platforms like HD Radio to gain an advantage.

”

— Mike McVay, President, McVay Media Consulting

# Six Key Findings

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Screens are everywhere — radio must be visual.

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Apple CarPlay and Android Auto hold steady while SiriusXM loses ground.

# Acknowledgements



**Jackson Houchens**

*Independent  
Researcher*



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*Vice President,  
Technical Success, Quu*



**Suzy Schultz**

*Head of Marketing, Quu  
Founder/CEO, Creative Prism*



**Jane Madsen**

*Production/Design, Quu  
Jane Madsen Design*



2026 IN-VEHICLE VISUALS REPORT

# Thank you!



**Steve Newberry**

CEO, Quu Inc

202.286.6186

[steve@myquu.com](mailto:steve@myquu.com)