



PRESS RELEASE

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GENERAL MOTORS OF CANADA FIRST TO LINE-FIT DAB DIGITAL RADIO

The first **DAB digital radios** to be installed as standard **line-fit** in popular cars will be available in 2003 models, by the end of next year (2002). But you'll have to go to Canada to get one.

General Motors of Canada Limited announced yesterday that GM will become the **first automaker in the world** to deliver factory installed DAB Digital Radio technology to the automobile marketplace. Canadian built Chevrolet Impalas and Monte Carlos will be among the first models available with DAB.

The announcement was made yesterday (October 29) at the Canadian Association of Broadcasters 75th Annual Convention where **President and General Manager of GM of Canada, Maureen Kempston** said: "Digital radio is the future of broadcasting in Canada. GM plans to be the automaker of choice when it comes to digital technology and mobile commerce."

Other car manufacturers, including Ford and Audi, have shown some interest in DAB digital radio, but General Motors of Canada is the first to commit to line-fitting.

This is a significant step forward in the rollout of DAB digital radio around the world. **Michael McEwen, President of the World DAB Forum** – an international trade organisation representing the interests of Digital Audio Broadcasting companies around the world – is delighted with the news. "I am very pleased to hear that General Motors are taking the lead by committing to line-fit DAB receivers from 2003 in their Canadian models. It's an excellent initiative which we hope will inspire other car manufacturers and help to drive the DAB car market around the world."

The developments in Canada are the result of a strategic alliance between GM of Canada and Digital Radio Roll-Out Inc. **President of DRRI, Duff Roman** says: "I'm thrilled that very soon hundreds of thousands of GM car buyers will be treated to the true power of DAB."

Canada enjoys more than 55 DAB stations serving a potential 10 million people in Vancouver, Toronto, Windsor and Montreal, with broadcasting in Ottawa due early next year.

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For more information contact Mandy Green, World DAB Press and Publicity 020 7288 4604 or email mandy.green@digitalone.co.uk

OR

Julie Ackerman, World DAB Forum Project Director on 020 7288 4642 or e-mail ackerman@worldldab.org