



HD RADIO™ TECHNOLOGY FACT SHEET & OEM TIMELINE

HD Radio Technology is being adopted by the automotive industry at an accelerating pace. Today, 53 car models are available for consumers that come with factory-installed HD Radio Technology as standard or optional across 10 brands: BMW, Hyundai, Jaguar, Mercedes, MINI, Scion, Land Rover, Rolls Royce, Volkswagen and Volvo. In total, 15 brands, representing more than 80 vehicles, have committed to including the digital broadcast technology as a factory-installed feature. They include:

- **Audi** - standard on A6, A8 and Q7 2011 models; available on the navigation radio on A4, A5, and Q5 2011 models
- **BMW** - standard feature in its 2009/2010 Model Year 7 Series, 6 Series, 3 Series, 1 Series, X5, X6; Z4 Roadster and 5 Series Gran Turismo; factory-installed option across the balance of its line - the 5 Series and the X3
- **Ford** - factory-installed option on 2011 model year vehicles: Taurus, Edge, Lincoln MKS, Econoline, Escape, F-Series, Flex, Fusion, Mustang, Super Duty.
- **Hyundai** - factory-installed option on the Hyundai Genesis sedan and the 2011 Sonata
- **Jaguar** - standard feature on the flagship 2010 Jaguar XJ, XF and XK models offer it as factory-installed option
- **Kia** - factory-installed option in select sedans and SUVs beginning in 2010
- **Land Rover** - factory-installed option across entire Land Rover and Range Rover vehicle offering
- **Lincoln** - factory-installed option on 2011 model year MKS, MKT, MKX and Navigator
- **Mercedes** - factory-installed option in popular premium packages in the E-, E-Coupe [formerly CLK], GL-, M-, R- and SLK- Class and standard equipment in the CL-, CLS-, G-, S-, and SL -Class models in dealerships today
- **Mercury** - factory-installed option on the 2011 model year Mariner
- **MINI USA** - factory-installed option in MINI Cooper, Convertible and Clubman in dealerships today
- **Rolls-Royce** - standard feature in Phantom Series
- **Scion** - factory-installed option in dealerships today; on xB and xD models in 2010
- **Volvo** - standard in all models in dealerships today
- **Volkswagen** announced that select 2010 models equipped with the DVD navigation system will include HD Radio Technology as a feature. The company also plans to bring digital radio to its latest touch-screen radio systems on future VW models.

2009

December

- **Hyundai** announced that the 2011 Sonata will be the first popular midsize sedan to offer the clarity of digital HD Radio Technology. ([12/02/09](#))
- **BMW** announced that HD Radio Technology is now a standard feature in the 2010 5 Series Gran Turismo sedan. This model joins a growing list of vehicle lines from BMW offering HD Radio Technology as standard, including the X5-, X6-, 1-, 3-, 6-, and 7-Series and Z4 Roadster. ([12/02/09](#))

November

- The 2010 **Rolls-Royce** model lineup will integrate HD Radio Technology as standard equipment, including the highly regarded 2010 Rolls-Royce Phantom Series - available in dealerships now. ([11/18/09](#))

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- **Mercedes-Benz** expanded the availability of factory-installed HD Radio Technology across its 2010 models equipped with the brand's premium features packages, including the E-Class Coupe, E-, CL-, CLS-, S- and SLK-Class vehicles. ([11/18/09](#))

October

- **Volvo** becomes the first automaker to offer HD Radio Technology as a standard feature across its entire product line. The 2010 Volvo model line-up is currently available at dealerships, which include the S40 T5, V50 T5, C30, C70, S80, V70, XC60, XC70, and XC90 models. ([10/14/09](#))
- **BMW** announced the inclusion of HD Radio Technology as a standard feature in two more 2010 models: the X5 and the X6. Currently, the 2009 BMW 7 and 6 Series, along with the 2010 BMW 1 Series, 3 Series and Z4 Roadster, include the digital broadcast infotainment systems as a standard feature, rounding out the number of standardized BMW models to seven. The company continues to offer HD Radio Technology as an option across the balance of its line: the 5 Series and the X3. ([10/06/09](#))

September

- **BMW** standardized three additional 2010 models – the 1 Series, 3 Series, and Z4 Roadster – with HD Radio Technology. The 2009 BMW 7 Series and 6 Series already include the digital broadcast infotainment systems as a standard feature, rounding out the number of BMW models that offer HD Radio Technology as standard to five. ([9/24/09](#))
- **Jaguar** announced plans to offer HD Radio Technology as a standard feature in the future flagship luxury sport sedan – the 2010 Jaguar XJ. In addition to the new XJ, the Jaguar XKR sports car and XFR sports sedan – the supercharged ultra-performance variants of the XK and XF lines – will also provide the digital technology as standard. ([9/23/09](#))

April

- **BMW** broadens its pioneering position by outfitting factory-installed HD Radio Technology as a standard feature in its 2009 Model Year 7 Series and 6 Series vehicles. The company continues to offer HD Radio Technology as an option across the balance of its line: the 1, 3, and 5 Series, in addition to the X3, X5, X6 and Z4. ([4/09/09](#))
- **Land Rover** announces plans to factory-install HD Radio Technology across the entire 2010 model year Land Rover and Range Rover offering, including LR2, LR3, Range Rover and Range Rover Sport. ([4/08/09](#))

March

- Doubling its HD Radio Technology share, **Mercedes-Benz** announces plans to expand the availability of HD Radio Technology beyond the originally disclosed five models (M-, R-, GL-, G-Class SUVs and E-Class vehicles). The German automaker will add six model year 2010 vehicles, including the CL-, CLS-, E-Coupe (formerly CLK), S-, SL- and SLK-Class models bringing the new vehicle total to 11 models. ([3/30/09](#))

February

- **Jaguar** announces that it will offer HD Radio Technology as standard across its 2010 product line. HD Radio receivers will come factory installed in the XK hitting dealerships in summer 2009, and followed later in the year by the XF, the first sporting sedan to deliver Jaguar's stunning new design language. ([2/11/09](#))

January

- **Hyundai** extends its commitment to offering factory-installed digital HD Radio Technology beyond the Genesis (winner of the prestigious 2009 North American Car of the Year Award) by launching the technology on additional vehicles in the 2011 model year. For the 2010 model year, Hyundai will expand the availability of HD Radio Technology on Genesis to select models without the navigation feature. ([1/28/09](#))
- **Kia** announces it will begin offering factory-installed HD Radio receivers in select models. Beginning in 2010, HD Radio Technology will be offered in Kia sedans and SUVs. ([1/9/09](#))

2008

November

- **Volvo** announces it will offer standard digital HD Radio Technology on almost all 2009 models. The 2009 Volvo Cars model lineup includes the award-winning S40 and its wagon counterpart the V50; the award-winning XC90; the sporty S60 sedan; the flagship S80 luxury sedan; versatile V70 wagon and rugged XC70 (Cross Country); the stunning C70 retractable hardtop convertible and the dynamic C30. ([11/19/08](#))

October

- **Audi** of America announces plans to offer HD Radio Technology as a standard feature in many of its vehicles beginning with 2011 models, which will start arriving in dealerships in 2010. ([10/22/08](#))

August

- **Mercedes-Benz** offers optional HD Radio Technology factory installs on several of its MY 2009 vehicles, including its M-, R-, GL-, G-Class SUVs and E-Class vehicles. ([8/4/08](#))

April

- **Scion** announces that it will offer HD Radio Technology as a factory-installed option in select audio systems. ([4/15/08](#))

January

- **Ford** becomes the first U.S. automaker to announce the availability of factory-installed HD Radio Technology as a standard or optional feature on future Ford, Lincoln and Mercury vehicles. Company says the factory-installation of HD Radio Technology is a component of its commitment to state-of-the-art infotainment strategy. ([1/7/08](#))

2007

November

- **Volvo** announces it will offer standard or optional digital HD Radio Technology on almost all 2009 models. ([11/27/08](#))

September

- Ford Motor Co. announces it will provide HD Radio Technology across multiple product lines as a dealer-installed option, now available nationwide on nearly all new **Ford, Lincoln** and **Mercury** vehicles. ([9/26/07](#))

June

- **MINI USA** includes factory-installed digital HD Radio receivers as an option in the 2007 MINI Cooper and Cooper S hardtops. ([6/7/07](#))

April

- **Hyundai** announces it will offer HD Radio Technology as part of its Technology Package option in its rear-wheel drive premium sedan, the **Genesis**, scheduled for introduction in 2008. ([4/4/07](#))
- **Jaguar** announces it will include HD Radio Technology in its redesigned 2008 luxury XJ sedan. ([4/4/07](#))

January

- **BMW** becomes the first automaker to offer HD Radio receivers as a factory-installed option throughout its entire 2007 product range, including 3, 5, 6, and 7 Series models, as well as X3, X5 and Z4. ([1/5/07](#))

2006

December

- The 2007 **BMW** 3 series convertible is the first production car to offer multicast-capable HD Radio receivers; all BMW HD Radio receivers to include multicasting moving forward. ([12/20/06](#))

June

- **BMW** announces it will include innovative HD Radio Technology as a factory-installed option in its 2007 Model Year 5 Series. ([6/8/06](#))

2005

August

- In 2005, **BMW** announces an industry first with the inclusion of HD Radio Technology as an option in its 2006 7 Series and 6 Series models. ([8/5/05](#))

For more information, please visit <http://www.hdradio.com> and <http://www.ibequity.com>.

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