



HOW RADIO ADVERTISING DRIVES CAR SALES

"It's better to be sought online than just found."
-Seth Godin

WHAT WE KNOW ABOUT THE AUTO INDUSTRY

Consumer trends in the auto industry are showing that there has been growth over the past few years, and the future trends aren't expected to slow down.



U.S. new-vehicle sales will stay above 17 million for a third straight year in 2017, projected to reach 17.1 million.



The average new-vehicle retail transaction price hit a record of \$31,483 (Feb. 2017) surpassing the previous high of \$30,682 in 2016.



2016: The eighth consecutive year of sales growth for automakers.



New-car dealerships will retail 15.3 million used vehicles in 2017 (vs. 15.1 million in 2016).

At a time when car sales are hitting records, it's important that your dealership or auto business stays in front of your customer to keep up with competition and win the business that these trends are portraying, and radio advertising can help you reach your goals to drive car sales.

AMERICANS HAVE A LOVE AFFAIR WITH RADIO

The numbers of radio listeners are staggering.

More Americans listen to AM/FM radio each week than use Facebook.

Nearly 60% of the population listens to the radio on a daily basis.

Radio reaches 93% of American adults weekly.



AMERICANS SPEND TIME IN THEIR CARS

Today's Americans spend 70% of their waking hours outside the home and spend over 30% more time in their cars than they did just ten years ago!

AM AND FM RADIO ARE THE HEART AND SOUL OF CAR ENTERTAINMENT

ALMOST 75% OF ALL AUDIO TIME SPENT IN THE CAR IS SPENT LISTENING TO AM/FM RADIO



Sirius XM next at **14%**



Owned music at **11%**



Streaming is just **2%**

When asked, 82% of Americans say that the first thing they do when they get into their cars is turn on the RADIO!

RADIO ADVERTISING DRIVES A BETTER ROI

Radio advertisement's ROI is about 17% higher than that of TV advertising!



A recent study showed that 10 brands that used radio advertising reported a higher ROI than Facebook or other digital media advertising.



Brands also tend to see an average sales lift of over \$6 for every dollar spent on radio ads, which is double the ROI of even the best results of recent digital and TV advertising.

SPEED UP YOUR DIGITAL WITH RADIO



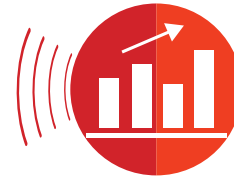
6x's

People are 6 times more likely to go to a brand's website if they hear an advertisement on the radio.



78%

Within 24 hours of hearing a radio ad, 78% of people who heard the radio ad, visit the brand's website or Facebook page, or search for the brand online.



29%

Advertising on radio drives a 29% incremental lift in brand online search results.



Based on the trends, stats and facts, radio advertising can help you drive car sales. Learn more about how your dealership can win the race of higher sales with radio advertising!



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