

14 November 2014, for **Immediate Release**

DABmotion excited as DAB message spreads

In car entertainment specialists Celsus have completed a successful first MECHANEX Show at Sandown Park - in the same week that the car digital radio tick mark was launched by Digital Radio UK (DRUK).

There's no disputing DAB's made impressive inroads on new cars. Fitment rates have risen from below 5% in 2010, to 58% this year, say the Society of Motor Manufacturers and Traders (SMMT). Similarly with infrastructure, massive investment has meant coverage targets set for DAB switchover will be met by October 2015.

A second criteria means an official switchover process will start when DAB's share of listening reaches 50%. That's been rising too, but with RAJAR data to 23rd October 2014 putting it as 38%, there's still some way to go – and that's where car conversions come in. With so much in car listening, converting those 29 million analogue radios is now prime priority for DRUK.

Celsus meanwhile say they've been working to bring together the marketing, technical support, training and product elements garages will need, under their DABmotion brand. DABmotion training, which is quality assured by IMI Awards, takes as little as half a day on garage site. It's backed by the promise that anyone completing it can guarantee working DAB conversion on any customer car.

The DABmotion ROLA universal digital radio conversion kit, launched September 2014, uses next-generation AFC retune technology to deliver clear DAB audio on the move. It's fully tick mark approved, can typically be fitted in around 30 minutes, and offers garages profitable extra revenue for minimal investment.



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“Our first MECHANEX show proved perfect for speaking directly with a large group of garage owners about the DAB opportunity,” said Celsus Marketing Director Mark Baker. “In many cases the trade, let alone the motoring public, are still not aware of just how quick and cost effective it is to access the full range of DAB stations. This is why we’re excited to hear DRUK’s plans to now put car conversions firmly into the spotlight.”

The car tick mark launch on Monday 10th November saw speakers from DRUK, as well as SMMT Chief Executive Mike Hawes, and Ed Vaizey, Minister for Culture, Communications and Creative Industries, chart the road ahead. 2014 has seen the trade launch of the tick mark, designed to help consumers find best-in-class products and installation services. The second phase of marketing communications to generate more demand is getting into gear too.

Initiatives include mailing 40 million DVLA car tax reminders, already underway. Next will come a campaign, starting from the end of November on BBC and commercial radio, with Suzi Perry saying ‘give digital radio’ this Christmas. Then more marketing will arrive in Spring 2015, exclusively around cars and conversions.

Mark added: “The message to garages hasn’t changed – those that get in earliest are likeliest to do best as this market develops and the investment required is minimal so there’s no risk at all. The difference now is that there’s the certainty of concerted major national marketing to help grow demand.”

To find out more about DABmotion, the profit opportunity for garages, or for details on training courses, please visit www.dabmotion.co.uk, follow @DABmotion on Twitter or call 01202 664390.

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Further Information :

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Facts about Celsus ICE

Celsus ICE Ltd are an ISO9001 quality management certified company specialising in car audio accessories who supply a wide range of products to both UK and European export markets.

Celsus offer high quality, high performance products aimed at past, present and future generation auto technology. The Celsus range of vehicle fitting solutions is one of the most comprehensive available today addressing the demands of Digital Radio Integration, CAN Bus and Smartphone integration.

These products are complimented by some of the most desired car audio brands in the world including JL Audio, Dynamat, DABmotion, Calero and Jehnert,

Celsus were 10 years old at the end of 2012.