

## Press Release

Sep 04, 2009 | ID: 20627

# Volvo First Automaker to Offer HD Radio Technology as Standard Across Entire Product Line

## Volvo First Automaker to Offer HD Radio™ Technology as Standard Across Entire Product Line

*All 2010 & 2011 Models Feature Digitally Enhanced Audio, Extra Programming, & Advanced Data Services*

Irvine, CA (September 3, 2009) Volvo Cars of North America (VCNA) today announced it is the first automaker to offer HD Radio technology as a standard feature across its entire product line. Volvo owners will now benefit from the AM/FM digital upgrade that offers more programming choices, crystal-clear sound quality, and advanced data services - with no monthly subscription fees.

"By becoming the first in the industry to offer HD Radio technology across our entire product line, Volvo is showing our loyal customers that we're dedicated to innovation and providing them the most pleasurable driving experience at affordable costs," said Doug Speck, President and CEO of Volvo Cars of North America, LLC. "With our 2010 and 2011 models, Volvo drivers can expect the best in audio quality, more music and news/talk through multicast channels, and advanced data services with scrolling text that shows artist name and title, and much more. This is a huge benefit to all Volvo owners and we're sure they'll be pleased."

"HD Radio technology is making enormous inroads in the automotive market and Volvo is leading the industry," stated Jeff Jury, COO, iBiquity Digital Corporation, the developer of digital HD Radio technology for AM and FM audio and data broadcasting. "More stations are going digital each day, increasing the programming options for everyone with HD Radio receivers. Volvo drivers are now able to hear new local channels, with formats spanning unsigned acts and Indie Rock to Smooth Jazz and Classical. We're certain that other automakers will follow Volvo's lead in adding this technology as standard."

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. To locate a dealership, please visit <http://www.volvocars.com/us/Pages/default.aspx>.

There are currently nearly 2,000 stations in the country broadcasting in digital, with over 1,000 HD2/HD3 multicast channels. For a complete list of AM/FM stations currently broadcasting with HD Radio technology in the United States, go to <http://www.hdradio.com/>.

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Note to editors: "HD Radio™" and the HD Radio logo are proprietary trademarks of iBiquity Digital

Corporation. All other trademarks are the property of their respective owners. The "HD" in HD Radio™ is part of iBiquity Digital's brand name for its advanced digital AM/FM system. It does not mean hybrid digital or high-definition digital; both of these are incorrect.

## Keywords:

Volvo XC60, XC90 (2002-2014), C30, C70, Press Releases, 2010, XC70 (2008-2016), S80 (2008-2016), Product News

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Descriptions and facts in this press material relate to Volvo Cars' international car range. Described features might be optional. Vehicle specifications may vary from one country to another and may be altered without prior notification.

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