












FOR CAR AND TRUCK BUYERS, AM/FM RADIO IS THE TOP CHOICE

-  AM/FM Radio is the buying consumers' top GPS.
-  AM/FM Radio reaches 84% of buyers age 18-64 from Friday-Sunday.
-  The same buyers who visited showrooms during the Friday-Sunday period.
-  Friday-Sunday is 80% of all dealer traffic.
-  Almost all of your showroom traffic listens to AM/FM Radio Friday-Sunday.



THE COMPRESSED BUYING DECISION TIME PERIOD

-  AM/FM Radio plays a large part in the buying decision right now.
-  The Internet plays an important role in research and info gathering.
-  However, it is AM/FM Radio that provides immediacy, and the local nature of proximity to exposure.
-  It is the last message the buyer hears prior to entering the showroom.



THE COMPELLING REASON TO USE AM//FM RADIO TO GENERATE MORE SHOWROOM TRAFFIC

“Radio plays a very big role in getting people to the showroom and exposing customers to messages as they are driving to the showroom.”

Alice Sylvester

Chief Research Officer

Reality Mine, Inc.

(parent company of USA TouchPoints)

Research proves AM/FM Radio INCREASES showroom traffic and influences the buying decision.