



**December 16, 2013**

## **BROWSE UK RADIO USING YOUR VOICE, WITH RADIOPLAYER**

Radioplayer, the online listening platform backed by the BBC and commercial radio, has been chosen as Ford's launch partner for their new SYNC AppLink technology.

SYNC AppLink lets you control smartphone apps while driving, using voice commands and dashboard controls and debuts on the all-new Ford EcoSport (SUV) next year, ahead of being rolled out across the Ford range by Autumn 2014.

The new SYNC-enabled Radioplayer was demonstrated today (Dec 16) at the Go Digital conference at BBC Broadcasting House. The video demo, which can be viewed [here](#), was filmed at Ford's HQ, and shows a fully working system being used in an EcoSport.

Radioplayer is already available on tablet, desktop, and mobile – with top-rated apps in the iTunes and Google Play stores. Ford SYNC technology has been built into these apps, allowing drivers to browse hundreds of stations using voice commands.

Michael Hill, UK Radioplayer Managing Director, said: "Radioplayer's excited to be chosen by Ford as their launch partner for SYNC AppLink. People love listening to the radio in their car and our new partnership makes it easier than ever."

Key features of Ford SYNC AppLink with Radioplayer's app include:

- After pairing a phone, say 'Radioplayer', and you can browse the best of UK radio, using just voice commands and the controls on your steering wheel
- In 'Recommended' mode, the Radioplayer app chooses stations you might like, based on where you are, what's trending, and what you've listened to before
- Say 'Favourites', and you can quickly find stations you've set as pre-sets
- In 'Recents' mode, you can go back through stations you've listened to recently

- Say 'Now Playing', and the app reads you programme and track information

As much as 20 per cent of radio listening is done in vehicles – more so by van drivers.

Ford has put almost 500,000 DAB-fitted vehicles onto Britain's roads over the last six years and they now account for half of Ford sales. Owners of the 1,000,000 Ford vehicles in the UK without DAB can order a £199 radio upgrade for all Fords up to eight years old.

Anthony Ireson, Ford Britain marketing director said: "Ford is further advanced than most manufacturers along the digital radio road. Our co-operation with Radioplayer is the next step to appeal to the fast growing number of internet radio fans who want to take their favourite online stations into their cars and vans."

## **Ends**

**Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 47,000 employees at its wholly owned facilities and approximately 67,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 22 manufacturing facilities (13 wholly owned or consolidated joint venture facilities and nine unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

### **About Ford Motor Company**

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 180,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information about Ford and its products worldwide please visit [www.corporate.ford.com](http://www.corporate.ford.com).

*If you require publication-quality, downloadable photographs on Ford Motor Company visit [www.media.ford.com](http://www.media.ford.com)*

### **Editor's notes**

- The app is available in the Apple App Store, on Android devices via the Google Play Store, and on Kindle Fire tablets in the Amazon Store - just search for 'Radioplayer'.
- The apps were conceived by UK Radioplayer, and built by All In Media.
- Radioplayer is a non-profit partnership between the BBC, Global Radio, Absolute Radio, Real/Smooth Radio and RadioCentre.

**Contacts:** **Lucy Goodwin, Radioplayer**  
**07961 452558**  
**[lucy@reputationcommunication.com](mailto:lucy@reputationcommunication.com)**

**Oliver Rowe, Ford**  
**01277 252216**  
**[orowe@ford.com](mailto:orowe@ford.com)**