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RENAULT JOINS FORCES WITH ONDAS TO PREPARE THE GROUND FOR SATELLITE RADIO

- Renault and Ondas have announced the signing of an agreement to offer satellite radio receivers in Renault Group vehicles sold in Europe from 2012.
- This new product will allow customers to benefit from a vast range of digital programmes, topical and advertising-free, and give them access to services in areas such as traffic information, security, vehicle management or even video for passengers.
- Renault is thus reaffirming its policy of strategic agreements for on-board multimedia, aiming at increasing the availability of innovative, useful and high-quality products and services.

New for Europe

Gradually becoming available in all European countries from 2012, satellite radio will give customers the benefit of listening to radio stations specialising in music, news, discussion, sport, traffic or weather, with no advertising and broadcast in the continent's main languages. Moreover, digital data channels will open the way to related services, in the areas of traffic news, security, vehicle management or even video for vehicle passengers.

Quality of an unprecedented service

Renault is sure of the appeal this service will have for its European customers and, like its partner Nissan in 2008, has in turn decided to commit to promoting it. When Ondas programmes start, Renault will therefore be offering vehicles fitted with satellite radio receivers and will be working with Ondas on distributing them on a wide scale.

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Once satellite radio is introduced to Europe, Ondas Media SA, a Madrid-based media company, will offer over 150 radio stations specialising in music, news, discussion, sport, traffic or weather, with no advertising and broadcast in the continent's main languages, along with a bundle of related services. Its pan-European, round-the-clock digital quality coverage will allow everyone to listen to their favourite programmes beyond their home borders... or conversely to practice foreign languages.

Satellite radio, already a success in the United States

Operational in the United States since 2001, where it had won over 19 million customers at year-end 2008 (*source: SIRIUS XM Radio*), satellite radio is available across the whole country. It offers customers a very broad variety of programmes, most usually free of advertising, along with related data, news and entertainment services.

Each American operator is currently broadcasting more than one hundred stations simultaneously by satellite, land transmitters and over the Internet. Customers can listen to their favourite programmes not only on in-vehicle radios, but also on individual (personal stereo) and home receivers.

Renault is thus reaffirming its policy of strategic agreements in on-board multimedia, aiming at increasing customer availability of innovative, useful and high-quality products and services.

ONDAS MEDIA S.A. (ONDAS), *Europe's premier satellite media company is a pan-European organisation that provides comprehensive digital services for consumers on the move, headquartered in Madrid. ONDAS Media focuses on delivering unparalleled breadth and depth of media content in superior digital quality to European consumers. With a fully integrated, state-of-the-art digital satellite transmission network, ONDAS Media intends to broadcast its multi-lingual radio, music, video and data services directly to European consumers in their automobiles, trucks, homes, offices and to their mobile and portable devices.*