



What is  
*Driving*  
the CD  
Business?

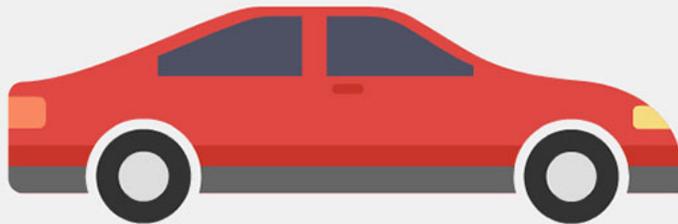


# CARS

**42%**  
respondents listened  
to their last  
audiobook on CD\*

**Half of audiobook  
buyers say they listen  
most frequently  
in their cars\***

**44%**  
said CD was their  
primary format\*



**Average age of cars and trucks on the road is at an all-time high of**

**11.4 years\*\***



Toyota Camry



Toyota Corolla



Chevrolet Equinox



Hyundai Elantra

20



Honda Accord



Honda CR-V



Ford Explorer



Nissan Sentra



Honda Civic



Chevrolet Cruze

of the 25 bestselling cars in the US in 2015\*, included CD players\*\*



Nissan Altima



Ford Fusion



Ford Escape



Ford Focus



GMC Sierra



Toyota RAV4



Nissan Rogue



Jeep Wrangler



Hyundai Sonata



Chevrolet Malibu

\* <http://www.goodcarbadcar.net/2016/01/usa-vehicle-sales-by-model-2015-calendar-year-december.html>

\*\* Factory-standard equipment data drawn from auto manufacturers' websites February 2016, checking least expensive base models



Crafting/Coloring Enthusiasts



Business Traveler



Gardeners/Cooks



Family Roadtrippers



Runners



Sci-Fi Fans

PANDORA®



# Opportunities to Showcase Collection

- **Increased visibility with strategic placement = increased circulation**
  - Shelf audiobooks with the hardcover or place near check-out for easier readers' advisory.
  - Add audio to ALL displays -- travel, Library Reads, holiday, etc...
  - Encourage use of audio in book clubs & consider a narrator Skype visit.
  - An obvious but often overlooked strategy...recommend the audio when the print edition is checked out.
- **June is Audiobook Month**
- **Summer is the time for road trips & summer reading lists!**
  - Family Vacation: Change that boring drive into an excellent adventure.

**“Every summer, hundreds of thousands of students are reading books on their summer reading list, and many of them, with the blessings of their teachers, are also listening to some of the books on the list.”**

- Pat Scales, award-winning retired middle & high school librarian



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