



Results following the Oct. 4, 2023 nationwide test of the Emergency Alert System and Wireless Emergency Alerts show that 95% of U.S. adults received the emergency alert via phone; only 1% received via AM radio.

Source: CTA U.S. Adult Emergency Alert Survey 2023

WHY CONGRESS SHOULDN'T MANDATE AM RADIOS IN NEW CARS

Mandating analog AM radios in every vehicle stretches the traditional approach to vehicle safety, affects innovation and undermines the expansion of safer and cleaner transportation.

A mandate is contrary to the principles of a free-market economy:

- The automotive industry is fiercely competitive, constantly striving to meet consumer demands. Manufacturers have made significant investments in advanced infotainment systems, featuring Bluetooth, voice recognition, satellite radio, and smartphone integration.

Automakers have already responded to customer demand by ensuring that access to AM radio is provided as a free service.

A mandate does not enhance public safety:

- The Integrated Public Alert & Warning System (IPAWS) is the Federal Emergency Management Agency's national alerting system that connects all public alert systems in the U.S. into a single system.
- IPAWS includes **maximum redundancies over multiple mediums**, including digital and analog AM and FM radio, internet-based radio, satellite radio and over cellular networks so that **Americans can receive alerts through their preferred means of communication.**
- AM radio is but one layer of IPAWS and is unlikely to be relied upon in most emergencies. For analog AM radio to be the sole source of emergency information, the driver would have to have no cell phone, be out of cell range, have no FM/AM digital or satellite radio signal, the radio

must be turned on, and to get any local information, the AM radio station transmitting would have to be geographically nearby and manned by a human.

"The public is moving away from radio and broadcast/cable television as the primary channels for news and information. Just as IPAWS has adapted emergency alerting to smart phones via wireless emergency alerts, the program must now find ways to communicate with the public however they receive information."

– FEMA IPAWS Strategic Plan FY 22-26

A mandate hobbles the electric vehicle (EV) rollout:

- A mandate would slow EV deployment and increase consumer costs. A mandate would require some manufacturers to undertake costly vehicle redesigns. Analog AM radio is highly susceptible to interference from electric motors, safety sensors, and even cell phones. To mitigate interference, manufacturers must install shielding, adding unnecessary costs and weight to the vehicle. Even with shielding, there is likely to be interference.

The bottom line:

An AM radio mandate in vehicles risks stymieing efforts to modernize the IPAWS for decades to come. Instead of imposing additional regulatory burdens on the automotive industry, CTA®, ZETA, Alliance for Automotive Innovation and TechNet urge Congress to encourage and promote the adoption of emerging technologies that enhance vehicle safety and improve emergency communication systems.