



**Q8 RADIO IS BORN: THE BRAND'S NEW VOICE
TO ACCOMPANY ITALIANS IN EVERY MOMENT OF MOBILITY**

Rome, 11 June 2025 – **On June 2nd, Q8 Radio** officially went live: **the new digital radio station launched by Q8**, designed to accompany Italians in their daily lives—whether on the move or during other moments of the day.

Available via DAB+ in 38 cities, including Rome, Milan, Turin, Naples, Florence, Bari, Palermo and Cagliari, **as well as streaming on Q8.it and the ClubQ8 App**, Q8 Radio was created to be a constant, engaging, and useful presence during everyday travel.

The launch of Q8 Radio comes at a time of renewed vitality for the radio medium: according to research based on **TER data**, in 2024 radio in Italy reached an average of **35.1 million daily listeners, with a 67.2% penetration rate** among adults. In this context, DAB+ technology (Digital Audio Broadcasting), also chosen by Q8, is expected to see continuous growth in the coming years—thanks to its **superior audio quality** compared to FM, signal stability, and integration of visual content.

In line with the brand's positioning "**Muoviti più liberamente**" ("Move freely"), Q8 Radio represents a **natural extension of Q8's communication strategy**, which focuses on **closeness**—the ability to truly connect with people, respond to their everyday needs, and accompany them throughout their day. This value is expressed by Q8 not only through its service network, but also by engaging with Italians via familiar and accessible tools like radio—an immediate, empathetic medium deeply rooted in everyday life.

The tagline "**Q8 Radio – Musica in movimento**" ("Q8 Radio – Music on the move") was developed to reinforce the bond between the brand and its customers throughout their journey—both physical and experiential.

"Q8 Radio is the radio station that moves with you," said **Fabio Curtacci, Q8 Retail and Marketing Director**. "It's a project that aims to create a continuous and even deeper connection with our customers, offering light, high-quality, and ever-evolving content."

The programming will initially feature a curated music selection alongside public service content such as **national news and weather updates**, as well as Q8-related content. Q8 Radio will serve as one of the **channels through which the brand communicates its initiatives**. In the coming months, the schedule will expand to include **original formats, contests, and exclusive offers to engage all listeners**.

Q8 thus continues to bring the brand closer to the public through new communication channels and editorial content: since 2024, the official Q8 podcast ***“Muoversi Liberamente”*** has been available on **major platforms** (Spotify, Amazon Music, etc.), sharing stories of mobility, innovation and sustainability told by key players and special guests.

About Q8

Q8 is one of Italy’s leading energy companies, supporting the mobility of people and goods. Through its subsidiaries and affiliates, it operates across the entire downstream value chain—from refining to end customer—thanks to a network of around 2,900 service stations nationwide and a logistics system that strategically supports its full distribution network. Q8 is also active, through other Group companies, in the production of advanced, sustainable biofuels, as well as in the direct sales (Extra Network) market, lubricants, and fuels for marine and aviation sectors. At the heart of Q8’s strategy is the sustainability of its business—pursued through the synergistic integration of environmental protection, social development, and economic growth.

Connexia – Press Office for Q8

Michela Spagnuolo – michela.spagnuolo@connexia.retex.com – +39 366 6971634

Gioiamaria Ciavarelli – gioiamaria.ciavarelli@connexia.retex.com – +39 342 1687624

Luna Piombino – luna.piombino@connexia.retex.com – +39 389 762750