

ROAD
 ((SiriusXM))
 HAPPY



Everything you
 need to know

All Access Package
SiriusXM NavTraffic
SiriusXM Travel Link

Trial Information

All **NEW, CERTIFIED PRE-OWNED** and **ELIGIBLE PRE-OWNED** Cadillac vehicles equipped with satellite radio will receive

- A 3-month trial subscription to the XM All Access audio package

All properly equipped vehicles with navigation systems will also receive

- 3 months of SiriusXM NavTraffic and SiriusXM Travel Link services (where available) with the activation fee waived

SiriusXM® Availability 2017

Model	Standard Audio	Xtra Channels	SiriusXM NavTraffic	SiriusXM Travel Link
ATS	•		•	•
CT6	•		•	
CTS	•		•	•
CTS-Coup		•		
ELR	•		•	•
Escalade	•		•	•
XT5	•		•	•
XTS	•		•	•

All X65H receivers support the Xtra Audio channels.

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Activate radios easily with the SiriusXM Dealer app

- Download the app from iTunes or Google Play store
- Make sure the radio is on and the vehicle is outside, with a clear view of the sky
- Choose “Scan VIN,” scan the VIN barcode, then press “send refresh signal now,” or you can manually enter the radio ID
- It’s that simple — and you can easily repeat the process to refresh more radios

Visit siriusxmdealer.com or call SiriusXM Dealer Support at **1-800-852-9696**:

- Learn more about SiriusXM and win cool prizes
- Contact your SiriusXM Regional Manager
- Order point-of-sale materials
- Learn about the SiriusXM Pre-Owned and Service Lane Programs

Customers may contact SiriusXM Listener Care at **1-877-447-0011**.

LAST UPDATED 1/3/17.



Activation New vehicles

FACTORY INSTALLED:

All new vehicles are factory activated, which means they will arrive on your lot fully functional. The demo service will automatically convert to a consumer account with a 3-month trial via the Retail Delivery Record process. *(Please ensure the RDR is complete with accurate customer contact information, including email address.)* If a vehicle radio is not active, follow the pre-owned activation instructions.

SiriusXM pricing

- Complete pricing information can be found at siriusxm.com/subscriptions
 - **Satellite Radio:** Plans to suit every need, starting at \$10.99/month*
 - **Infotainment:** Pricing starts at as little as \$1.99/month*
- **Save on additional subscriptions:** Subscribers can get our Family Discount on up to four additional satellite radio subscriptions — starting at \$9.99/month* per radio
- **Annual and longer plans:** Subscribers may save more on their introductory term when buying certain multi-year subscription plans

*Other fees and taxes apply. See Offer Details on next page.

Returning customers

- Remind current or previous subscribers to call **1-855-236-9236**, a **dedicated hotline for returning subscribers**
- Customers may cancel service on an old vehicle, add a new radio to the account, and apply unused credits to the new account
- Make sure customer has both the old and new vehicle Radio IDs handy

Activation Pre-owned vehicles

FACTORY INSTALLED:

Refresh the radio 48 hours after the vehicle is placed into inventory, or any time prior to delivery. The demo service will transition seamlessly into the 3-month All Access trial subscription, which will automatically start after a sold record is received.

DOWNLOAD THE SIRIUSXM DEALER APP

- Send a refresh signal to the radio by just scanning the VIN
- **GO ONLINE OR CALL**
 - You can also refresh radios by visiting our online refresh site siriusxm.com/refresh or by calling SiriusXM Dealer Support at **1-800-852-9696**
 - Find the radio ID by turning to Channel 0 or visiting siriusxm.com/activationhelp

Delivery checklist

- Verify the radio is active
- Give customer a brochure with channel guide
- Preset a few favorite channels
- Tell them SiriusXM will contact them to discuss subscription options
- Inform them they can also listen on the SiriusXM app or online with their trial. They can visit siriusxm.com/getallaccess to set up a username and password
- Demonstrate Infotainment services in the vehicle: SiriusXM NavTraffic and SiriusXM Travel Link
- Send them off listening to SiriusXM

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Some of the SiriusXM favorites available on XM packages

POP

- 02 | SiriusXM Hits 1
- 08 | '80s on 8
- 14 | The Coffee House
- 15 | The Pulse
- 16 | The Blend

ROCK

- 25 | Classic Rewind
- 36 | Alt Nation
- 37 | Octane

HIP-HOP

- 43 | Backspin
- 44 | Hip-Hop Nation

R&B

- 46 | The Heat
- 48 | Heart & Soul

COUNTRY

- 55 | The Garth Channel
- 56 | The Highway
- 57 | Kenny Chesney's No Shoes Radio
- 59 | Willie's Roadhouse

JAZZ/STANDARDS

- 66 | Watercolors
- 67 | Real Jazz
- 71 | Siriously Sinatra
- 72 | On Broadway

CLASSICAL

- 74 | Met Opera Radio
- 76 | Symphony Hall

SPORTS, NEWS AND ENTERTAINMENT

- 80 | ESPN Radio
- 82 | Mad Dog Sports Radio
- 89 | MLB Network Radio™
- 91 | SiriusXM® NHL Network Radio™
- 112 | CNBC
- 114 | FOX News Channel
- 116 | CNN

Listen to SiriusXM online with SiriusXM All Access

- 310 | Rock & Roll Hall of Fame
- 400 | Carlin's Corner
- 763 | Viva
- 800-831 | NFL Play-by-Play

Rock their ride with an All Access trial subscription

All satellite radio-equipped new and eligible pre-owned Cadillac vehicles come with an All Access trial subscription. So your customers will get it all here. All at the press of a button. They'll get:

- Commercial-free music 24/7—that's right, all day, every day
- Games from every major sport including every NFL, MLB® and NBA game, every NASCAR® race and NHL® games
- Exclusive entertainment, comedy and talk including Howard Stern
- World-class news, local traffic and weather, and more

Plus streaming is included with their All Access trial subscription. So they can listen online and on the SiriusXM app, anywhere they go. Just send your customers to siriusxm.com/getallaccess to learn more and get their login credentials. How awesome is that?



Rock out in the Car, on the App and Online

Satellite and streaming lineups vary slightly.

In addition to the All Access package, customers will also get the following Infotainment services:

SiriusXM Nav TRAFFIC

Don't Drive Through Traffic. **Drive Around It.**

- Continuously updated incident coverage of most major roadways nationwide
- Alerts on major accidents, construction and road closings
- Color-coded roads show traffic speed in major metro areas

SiriusXM TRAVEL LINK

The Ultimate In-Dash **Infotainment System.**

- Detailed fuel price information
- Severe weather alerts, 5-day forecasts, and detailed on-screen weather maps
- Scores and weekly schedules for major pro and college sports
- Local movie theater listings, start times and ratings

Visit siriusxm.com/infotainment for more information on these services.

Offer Details: If your customer decides to continue service after their trial, the subscription plan they choose will automatically renew thereafter and they will be charged according to their chosen payment method at then-current rates. Fees and taxes apply. To cancel they must call us at 1-866-635-2349. See our Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Your customers are eligible for a Family Discount subscription rate if they already have and maintain a qualified full-price subscription plan. Introductory trial subscriptions and promotional or discount priced plans do not qualify for additional audio discounts or reduced rates.

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