

ROAD
(((SiriusXM)))
HAPPY

Everything you
need to know

All Access Package

Trial Information

All **NEW** Mazda vehicles equipped with satellite radio will receive

- A 4-month trial subscription to the XM All Access audio package.

All **CERTIFIED PRE-OWNED** and **ELIGIBLE PRE-OWNED** satellite radio-equipped vehicles will receive

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



SiriusXM® Availability 2017

Model	Factory Equipped	Included with Package
Mazda 3	Grand Touring/Signature	Technology (Touring Only)
Mazda 6	Grand Touring	Moonroof (Touring)
MX-5 Miata	Grand Touring	Premium (Grand Touring Only)
CX-3	Grand Touring	
CX-5	Grand Touring	
CX-9	Grand Touring/Signature	Technology (Touring/Grand Touring)

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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 04/14/17.



Activation New vehicles

All new Mazda vehicles arriving at your dealership will need to be activated (see pre-owned instructions). Once activated, the Demo Service will automatically convert to a consumer account with a 4-month trial via the Retail Delivery Record process. *(Please ensure the RDR is complete with accurate customer contact information, including email address.)*

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
- Send them off listening to SiriusXM

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 4-month All Access trial subscription, which will automatically start after a sold record is received.

TO FIND THE 8-CHARACTER RID

- Turn on the radio and tune to Channel “0”

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**

SiriusXM pricing

- Complete pricing information can be found at siriusxm.com/subscriptions
 - **Satellite Radio:** Plans to suit every need, starting at \$10.99/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.

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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 | Sirusly 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 Mazda 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

Totally amazing range of music styles and exclusive channels.

Sports

Live play-by-play and year-round channels dedicated to every major league.

Entertainment

The biggest names and the best entertainment coverage on radio.

Comedy

Exclusive stand-up from the world's funniest.

News

The top cable news and business networks in real-time, 24/7.

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?



Hear us in the car, at home and on the go

Satellite and streaming lineups vary slightly.

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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