



L I N C O L N

Everything you need to know

All Access Package
SiriusXM Traffic
SiriusXM Travel Link

Trial Information

All newly purchased or leased Lincoln vehicles equipped with satellite radio will receive

- A 6-month trial subscription to the Sirius All Access audio package

All vehicles equipped with navigation will also receive

- 6 years of SiriusXM Traffic and SiriusXM Travel Link services (where available)

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

All properly equipped vehicles with navigation systems will also receive

- A 3-month trial to SiriusXM Traffic and SiriusXM Travel Link services (where available)

* Dealer enrollment required: To receive this trial benefit across your Non-CPO used inventory, dealers need to enroll in this free program at siriusxmdealerprograms.com

SiriusXM® Availability 2017

Model	Trim	SiriusXM Audio	Traffic and Travel Link®
Continental	Premier	S	—
	Select	S	I
	Reserve	S	S
	Black Label	S	S
MKX	Premier	S	—
	Select	S	I
	Reserve	S	S
	Black Label	S	S
MKZ	Premier	S	—
	Select	S	I
	Reserve	S	S
	Black Label	S	S
MKC	Premier	S	—
	Select	S	I
	Reserve	S	S
	Black Label	S	S
MKT		S	I
Navigator	Select	S	S
	Reserve	S	S

S Standard I Included with Available Navigation

ROAD HAPPY

(((SiriusXM)))



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 about SiriusXM for a chance to 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 5/30/17.



L I N C O L N

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 6-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.

Delivery checklist

- Verify the radio is active
- Give customer a brochure with channel guide
- Demonstrate SiriusXM services
- Ask about their favorite programming and preset a few SiriusXM channels
- Tell them listening on the SiriusXM app or online is included with their trial
- Let them know SiriusXM will contact them about subscription options

Returning customers

- Remind current SiriusXM subscribers to visit siriusxm.com/transfer or call the dedicated Loyal Listener hotline at 1-855-236-9236
- Customers may add a new car to their account, transfer any unused service from their old car to the new one, or deactivate and remove any old radios they no longer have
- Make sure customers have the Radio IDs handy for both the old and new vehicle

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.

GET THE SIRIUSXM ESN

- Turn on the radio and tune to Channel 0. The radio will display a 12-digit Sirius ESN

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 ESN by turning to Channel 0 or visiting siriusxm.com/activationhelp

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
- **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.

ROAD HAPPY

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L I N C O L N

Some of the SiriusXM favorites available

POP

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

ROCK

- 18 | The Beatles Channel
- 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

- 82 | Mad Dog Sports Radio
- 88 | SiriusXM NFL Radio
- 90 | SiriusXM NASCAR® Radio
- 100 | Howard Stern
- 112 | CNBC
- 114 | FOX News Channel
- 116 | CNN

Listen to SiriusXM online with SiriusXM All Access

- 310 | Rock & Roll Hall of Fame
- 763 | Viva
- 770 | Carlin's Corner
- 840-869 | MLB® Play-by-Play

Rock their ride with an All Access trial subscription

All satellite radio-equipped new and eligible pre-owned Lincoln 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.

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

SiriusXM 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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