

# Dealer Programs DMS Type - DealerBuilt (Lightyear)



## Pre-Owned Vehicle Trials

- All vehicles factory-equipped with satellite radio are eligible, regardless of manufacturer.
- Dealer Demo Service\* allows you to demonstrate over 150 channels, including commercial-free music, plus sports, news, talk and entertainment, during test drives.
- Customer's 3-Month All Access Trial Subscription† will automatically activate after a sold record is received.
- No cost to you or your customer.

## Service Lane Trials

- Designed to complement your Service Customer Loyalty Programs.
- Complimentary 2-Month Trial Subscription‡ of Sirius or XM Select package, courtesy of your dealership and SiriusXM®.
- Vehicles with factory-installed satellite radio, determined eligible by SiriusXM, qualify for satellite trial service.
- No cost to you or to your customer.
- No Dealer effort required to promote the program or activate the trial for Service customers.

## Enrollment Procedure:

- Begin enrollment online at [www.siriusxmdealerprograms.com](http://www.siriusxmdealerprograms.com)
- Make sure both the Authorization contact and DMS administrator are aware of the necessary steps to finalize activation in the program. They can expect communication from CDK Data Services Inc., or call **855-587-6062** to complete the process.

## Data Management

- CDK Data Services, Inc. has been chosen to conduct the data management for this program. CDK is considered to be the gold standard in Dealer data management, safety and security of data, and ease of use.
- CDK collects, standardizes, cleanses, enhances, and serves data for OEMs, Dealers, parts suppliers, and web marketing portals.
- CDK processes data for nearly all of the dealerships in the U.S. and Canada. That's 23,000 dealerships and over 60,000 data connections every day.

## On-Going Dealer Support

In addition to support offered by CDK Data Services, SiriusXM has created a dedicated team for ongoing support:

### Dealership Activation Questions

Contact CDK Data Services, Inc.

Phone: 855-587-6062

Email: [siriusxm.support@cdk.com](mailto:siriusxm.support@cdk.com)

### Program Related Questions

Contact SiriusXM Dealer Programs

Email: [SXMDDealerPrograms@siriusxm.com](mailto:SXMDDealerPrograms@siriusxm.com)

Phone: 844-432-8643

## DealerBuilt (Lightyear) Verification Process

**Important Note:** Program activation cannot be finished until the steps below are completed:

- Complete the online enrollment** and select DealerBuilt (Lightyear) from the DMS drop down menu.
- Download the DealerBuilt authorization form.**
- After completing and signing the authorization form, fax it to CDK at 512-692-2480.**
- Contact CDK at 855-587-6062 to confirm that the fax has been received.**
- Once the signed form has been received, CDK will forward it to DealerBuilt and work with the vendor to establish the data feed.
- CDK may contact the Dealer regarding issues with the setup or file transmission.

**Music** COMMERCIAL FREE

**Sports** GAMES FROM EVERY MAJOR SPORT

**News** WORLD-CLASS NEWS, WHEN YOU NEED IT

**Comedy** LAUGH OUT LOUD

**Talk** THE BIGGEST AND BRIGHTEST PERSONALITIES

\* SiriusXM Dealer Demo Service is intended to ensure radio is active at delivery. It may also be used while on Dealer lots and during test drives.

† All eligible vehicles equipped with factory-installed satellite radio will receive a complimentary 3-Month Trial Subscription to the Sirius or XM All Access programming package (a \$19.99 monthly savings) PLUS complimentary activation (\$15 savings).

‡ SiriusXM Service Lane Program currently offers a complimentary 2-Month Trial Subscription (a \$15.99 monthly savings) plus complimentary activation (\$15 savings) to the Sirius or XM Select programming package to qualifying customers with factory-installed satellite radio. Non-qualifying vehicles include those with active or recently active SiriusXM Satellite Radio service subscriptions or trials. Service Lane complimentary trial terms of service subject to change. Must be enrolled in the SiriusXM Pre-Owned Program to participate in the Service Lane Program.

**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](http://www.siriusxm.com). All fees and programming subject to change.