




Dealer Programs
DMS Type: Dealertrack

Dealertrack DMS 
TECHNOLOGY THAT DRIVES YOU.

SIRIUSXM IS A CERTIFIED DEALERTRACK PARTNER

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 All Access Trial Subscription‡, 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
- Send Completed Dealertrack DMS authorization form to Program Headquarters:
Email: [SXMDealerPrograms@siriusxm.com](mailto: SXMDealerPrograms@siriusxm.com)
Fax: **855-282-3310**

Dealertrack Verification Process

- Dealer will sign a Dealertrack DMS authorization form to allow their data to be shared with SiriusXM.
- Return the signed data authorization form to SiriusXM Headquarters.
- After SiriusXM Program Headquarters receives the signed form from the Dealer, SiriusXM and Dealertrack will implement the daily data transfer process.

Data Management

- Dealertrack will share with SiriusXM your dealerships Inventory, Sales, & Repair Order records for SiriusXM factory-equipped vehicles. SiriusXM will only receive information needed for the programs.

Ongoing Dealer Support

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

Program Related Questions

Contact SiriusXM Dealer Programs

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

Phone: 844-832-8643

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 SiriusXM All Access programming package (a \$20.99 monthly savings) PLUS complimentary activation (\$15 savings).

‡ SiriusXM Service Lane Program currently offers a complimentary 2-Month Trial Subscription (a \$20.99 monthly savings) plus complimentary activation (\$15 savings) to the SiriusXM All Access 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. All fees and programming subject to change.