

Dealer Programs DMS Type – DealerTrack (Arkona)



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
- **The DMS Administrator calls CDK hotline: 1-855-587-6059** and request the username and password for the SiriusXM files.
- **The Administrator may then call DealerTrack Support: 1-877-357-8725** for assistance in setting up the SiriusXM files.
- The Sales and Service files are custom for SiriusXM and will only include information needed by SiriusXM.
- Once the files have been transmitted, CDK Data Services will process the files and send them to SiriusXM. You'll receive a Welcome Kit within 7-10 days which will include instructions on how to activate the radios.
- Enrollment has been successful when you see "Thank You" page. Check your email to confirm enrollment in the program.
- **Dealership Authorization contact:** Send an email to the DMS Administrator notifying them that they've enrolled in the SiriusXM Pre-Owned Program and are authorized to set up the SiriusXM files.

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.

Ongoing 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.

Email: siriusxm.support@cdk.com

Phone: 855-587-6062

Program Related Questions

Contact SiriusXM Dealer Programs

Email: XMDealerPrograms@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.