

Dealer Programs DMS Type - Reynolds POWER (UCS)



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
- You will be contacted or you may leave a message at Program Headquarters to confirm your enrollment:
Email: [SXMDealerPrograms@siriusxm.com](mailto: SXMDealerPrograms@siriusxm.com)
Phone: 844-832-8643
- 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 SiriusXM to complete the process.
- SiriusXM may call Dealer to confirm the enrollment.

Data Management

- SiriusXM participates in the Reynolds Certified Interface (RCI) Program, therefore, making it easy for Reynolds POWER dealers to safely provide DMS data to activate SiriusXM trial subscriptions for equipped vehicles.



Ongoing Dealer Support

Program Related Questions

Contact SiriusXM Dealer Programs

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

Phone: 844-832-8643

Reynolds POWER (UCS) Verification Process

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

- **Using the on-line enrollment site**, provide your dealership information, including Store# and Branch# for your Reynolds POWER system. This will allow identification of inventory, pre-owned sales and service (if enrolled) for your dealership.
- Following your enrollment, you will be contacted by SiriusXM Program Headquarters via phone and email to confirm your authorization to participate in the programs. Please confirm and your enrollment will be completed via the Reynolds Certified Interface Program.

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.