



## DEALER PROGRAMS DMS Type: FTP Push



### 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](http://www.siriusxmdealerprograms.com)
- › Select "Other" as your DMS Type
- › Enrollment has been successful when you see "Thank You" page. Check your email to confirm enrollment in the program.
- › CDK Data Services, Inc. will call to confirm program enrollment.
- › **Dealership Authorization contact:**  
Send an email to the DMS Administrator notifying them that the dealership is enrolled in the SiriusXM Dealer Programs and are authorized to set up the SiriusXM files.
- › DMS System Administrator will set up files with the data SiriusXM requires for each program (see back page for specific instructions).

### 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](mailto:siriusxm.support@cdk.com)  
Phone: **855-587-6062**

#### Program Related Questions

Contact SiriusXM Dealer Programs  
Email: [FXMDealerPrograms@siriusxm.com](mailto:FXMDealerPrograms@siriusxm.com)  
Phone: **844-832-8643**

**MUSIC** AD-FREE

**TALK** THE BIGGEST AND BRIGHTEST PERSONALITIES

**COMEDY** LAUGH OUT LOUD

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

**SPORTS** LIVE GAMES FROM EVERY MAJOR SPORT

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

**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.

## DEALER PROGRAMS

### DMS Type: FTP Push (cont'd).

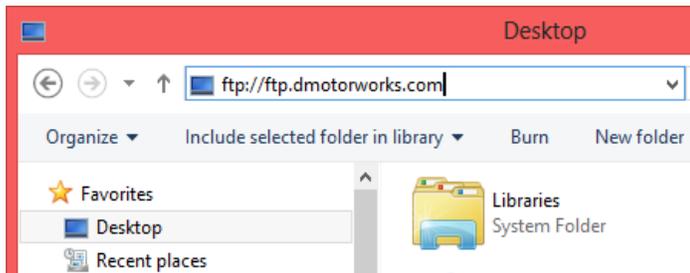
#### FTP & DATA SET UP PROCESS

**Important note:** the Enrollment will not be finished until the steps below are completed. Inventory and Sales files will need to be sent daily to enable the SiriusXM demo service as well as start the customer trials. You'll be sending the files to CDK Data Services for transmission to SiriusXM. To do this you'll be using FTP functionality. FTP allows you to transfer files between two computers on the Internet.

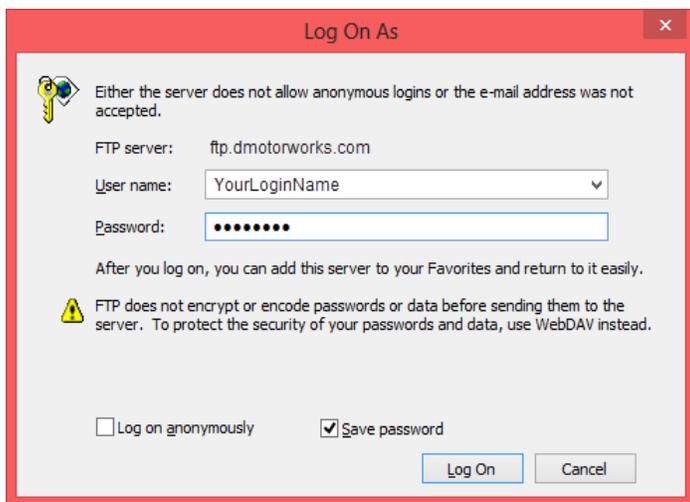
- Call CDK support at **855-857-6062** to obtain the FTP credentials that will be used to upload daily reports to ftp.dmotorworks.com.
- Build and send the required data (as described above) and push the data daily.
- Call CDK support at **855-857-6062** after your first FTP session so that CDK can confirm receipt and that the files meet the layout requirements.

#### CREATING THE CONNECTION

1. Start by opening Windows Explorer (not Internet Explorer) and type ftp.dmotorworks.com in the address bar.



2. Press Enter and a login dialog will appear.
3. Fill in the user name and password provided by CDK. To make subsequent logins faster and more automatic, you may wish to check the Save Password option. Then click Log On.



4. A standard Windows Explorer screen will open and you can drag the data files to the CDK FTP site.
5. When you are finished transferring files, close the window.

#### DATA REQUIRED FOR THE SIRIUSXM PROGRAMS

**File Type/Format:** All files must be tab-delimited or comma-delimited with one record per line.

**File Naming Convention:** vehicle\_inventory.txt, vehicle\_sales.txt, and (for Service Lane participants) vehicle\_service.txt.

Date fields: All dates should be formatted as MM/DD/YYYY.

##### Vehicle Sales File (all programs)

Deal Number Identifier	
Contract Date	Date of the vehicle Sold Event
Dealer ID	Dealer Code
Type	New / Used
VIN	Vehicle identification number
Make	Vehicle Make
Model	Vehicle Model
Model year	Model Year
Buyer Name	Customer First Name and Last Name
AddressLine1	Customer address Line1
City	Customer city
State	Customer state
Country	Customer country
Postal Code	Customer postal/zip code
Phone	Customer Phone Number
Email	Customer Email Address
Deal Status	Finalized / Unwound deals (acceptable values)

##### Vehicle Inventory File (all programs)

Stock Number Identifier	
Event Date	Date vehicle was received into inventory
Dealer ID	Dealer Code
Type	New / Used
VIN	Vehicle identification number
Make	Vehicle Make
Model	Vehicle Model
Model year	Model Year

##### Service File (Service Lane only)

Service Date	Date of the closed vehicle Service Event
Dealer ID	Dealer Code
VIN	Vehicle identification number
Make	Vehicle Make
Model	Vehicle Model
Model year	Model Year
Customer Name	Customer First Name and Last Name
AddressLine1	Customer address Line1
City	Customer city
State	Customer state
Country	Customer country
Postal Code	Customer postal/zip code
Email	Customer Email Address