



DEALER PROGRAMS  
DMS Type: PBS



NOW WITH NO DMS FEES!

## 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)**
- › Make sure both the Authorization contact and DMS administrator are aware of the necessary steps to finalize activation in the program.

## PBS VERIFICATION PROCESS

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

- › **Complete the online enrollment** and select "PBS" from the DMS drop down menu.
- › **Download the PBS authorization form.**
- › Fill out and sign the PBS authorization form and email it to CDK Data Services, Inc. at: **[siriusxm.support.dataservices@cdk.com](mailto:siriusxm.support.dataservices@cdk.com)**
- › **Contact SiriusXM Program Headquarters at 855-587-6062 to verify that the PBS authorization form has been received.**
- › Once the signed form has been received, SiriusXM Program Headquarters will forward it to PBS and work with the vendor to establish the data feed.
- › SiriusXM Program Headquarters may contact the Dealer regarding issues with the setup or file transmission..

## DATA MANAGEMENT

- › PBS has been chosen to conduct the data management for this program. PBS is considered to be the gold standard in Dealer data management, safety and security of data, and ease of use.
- › PBS collects, standardizes, cleanses, enhances, and serves data for OEMs, Dealers, parts suppliers, and web marketing portals.
- › PBS processes data for many of the dealerships in the U.S. and Canada.

## ONGOING DEALER SUPPORT

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

### Program Related Questions

Contact SiriusXM Dealer Programs

Email: **[SXMDDealerPrograms@siriusxm.com](mailto:SXMDDealerPrograms@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 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](http://www.siriusxm.com). All fees and programming subject to change.