



DEALER PROGRAMS
DMS Type: R&R ERA



SIRIUSXM IS RCI CERTIFIED | 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
- You will be contacted or you may leave a message at Program Headquarters to confirm your enrollment and the DMS Administrator: **Phone: 844-832-8643**
Email: SXMDealerPrograms@siriusxm.com
- 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.

REYNOLDS & REYNOLDS ERA 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 ERA 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.

DATA MANAGEMENT

- SiriusXM participates in the Reynolds Certified Interface (RCI) Program, therefore, making it easy for Reynolds ERA 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**

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](#). All fees and programming subject to change.

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➤ To assist in identification of the Store and Branch, log into ERA and type 77. To the right is an example of what you may see depending on your access. You may also be taken directly to the next screen shot. Then choose the line item for the appropriate store from the list; in this example, we chose #3.



➤ From the next screen you will be able to verify the Store and Branch information. In this example, the dealership is Store 4, Accounting branch 1.



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