



# Build loyalty with **FREE SiriusXM®** for service customers.

## Over 17,000 participating Dealers have already signed up.

Their customers will receive a complimentary 2-month trial subscription to our best package, SiriusXM All Access, when they bring in their factory-equipped vehicles for service. The All Access trial subscription includes over 150 channels of commercial-free music, plus sports, news, talk and entertainment. Plus, listening on the SiriusXM app and online is included free.

Participating in this exciting program is an easy way to complement your Service Customer Loyalty programs and show Service customers your gratitude for their service business. Join today and we'll notify your qualifying customers of their trial so they can start enjoying the unparalleled entertainment only SiriusXM can offer.

- ✓ New Vehicles
- ✓ Certified Pre-Owned
- ✓ SXM Pre-Owned Program
- ✓ **Service Lane Program**

Join the free Service Lane Program today at  
**SiriusXMDealerPrograms.com**

# 2 Month Trial

Included on select  
factory-equipped  
vehicles

## Program benefits

- **Complimentary 2-Month Trial Subscription\*** to the SiriusXM All Access package with over 150 channels of commercial-free music, plus sports, news, talk and entertainment — no strings attached
- **No cost to you or to your customer**
- No Dealer effort required to activate the trial for Service customers

## How it works

- Simple one-time dealership opt-in process
- Once SiriusXM receives your Service data, we will notify your eligible customers of their trial, courtesy of your dealership and SiriusXM
- Same great programming for even more customers
- No dealer effort required to promote program or activate trials for Service customers
- Sign up and we will do the rest. It's that simple!

## Eligibility

Vehicles with factory-installed satellite radio determined eligible by SiriusXM qualify for satellite trial service.

Ineligible vehicles include those with active or recently active SiriusXM satellite radio service subscriptions or trials.

\* Complimentary trial subscription terms of service subject to change.



## FAQs

### How do I join?

Sign up now at **SiriusXMDealerPrograms.com** or call us at **1-844-832-8643** and we will send you an enrollment form.

### Who is sponsoring this Program?

SiriusXM will deliver the benefits of this Program at no cost to Dealers or the customers. Customers are not required to make a purchase or provide a credit card number. No strings attached.

### How will SiriusXM know which vehicles and customers are eligible for a SiriusXM trial after a Service visit?

Vehicles with factory-installed satellite radio determined eligible by SiriusXM qualify for satellite trial service. Ineligible vehicles include those with active or recently active Sirius or XM satellite radio service subscriptions or trials.

### How do I know my customer information is safe and treated appropriately by SiriusXM?

SiriusXM understands the importance of data confidentiality and security. We follow industry standards for data protection to help ensure all customer information is secure. This is the same data security process and privacy policy that is applied to shared customer information from new and pre-owned vehicle sales.

### What is the process after my dealership is participating in the Service Lane Program?

1. We'll get your dealership set up to send service records from your DMS. You may receive a call or an email to authorize this program to complete your dealership's activation.
2. We'll send you an email to let you know that your dealership is active.
3. That's it! Everything else is handled by SiriusXM. We will notify the eligible customers and activate their complimentary trial.

### What is my dealership's role in the Program?

Once your dealership has started in the program, nothing else is required from your dealership. SiriusXM will notify the eligible customers that they have received the trial and SiriusXM will manage the vehicle trial-activation process. No dealership promotions, activations or notifications to customers are necessary.

### When can customers expect to receive their complimentary SiriusXM trial subscription?

Within a few weeks following a Service visit to your dealership and SiriusXM's receipt of your Service records, eligible customers will receive notification and information about their complimentary trial subscription, courtesy of the dealership and SiriusXM.

### What if I have a customer that wants to opt-out of future communications from SiriusXM?

Customers may simply opt-out of future SiriusXM communications via the same process used for new or pre-owned vehicle purchases, by calling SiriusXM Customer Care at **1-877-447-0011**. Your customers will not be notified of their complimentary Service Lane trial subscription by telephone.

### If I have a question that isn't addressed in these FAQs, who can I contact?

If you have questions about this program or need help with enrollment, please call **1-844-832-8643** or email **SiriusXMDealerPrograms@siriusxm.com**.

- If your question is about other aspects of the satellite radio services, please contact SiriusXM Dealer Support at **1-800-852-9696**
- Or you can also contact your **SiriusXM Regional manager** for assistance. Contact details at **siriusxmdealer.com**
- For additional questions about SiriusXM products, programs and future subscriptions, please visit **siriusxm.com**

\* SiriusXM currently offers a complimentary 2-Month trial subscription (a \$20.99 monthly savings) plus complimentary activation (additional \$15 savings) of the SiriusXM or XM All Access programming package to qualifying customers with factory-installed satellite radio.

**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. Please see the SiriusXM Customer Agreement at [www.siriusxm.com](http://www.siriusxm.com) for complete terms and how to cancel, which includes calling SiriusXM at 1-866-635-2349. All fees and programming are subject to change.