



- ✓ 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

* Complimentary trial subscription terms of service subject to change.

Say “thank you” to your service customers with **FREE SIRIUSXM.**

Give them whatever they want to hear, whenever they want to hear it.

Over 17,000 participating Dealers have already signed up. Your customers can receive a free 2-month trial subscription** to our best package when they bring in their factory-equipped vehicles for service. The All Access trial subscription includes the widest variety of entertainment available in a car. Plus, they can enjoy SiriusXM on their phone and online, where they can create their own ad-free Personalized Stations Powered by Pandora, hear over 100 ad-free Xtra channels of music, watch SiriusXM video, and more. It’s all included in their trial and it’s at no cost to you or your customers.

This exciting program is an easy way to augment your Service Customer Loyalty programs and show your customers your gratitude for choosing your shop. Join today and we’ll notify your qualifying customers of their trial so they can start enjoying SiriusXM.

PROGRAM BENEFITS

- **Complimentary 2-Month Trial Subscription**** to the SiriusXM All Access package with over 150 channels of ad-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.



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?

- 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.
- We'll send you an email to let you know that your dealership is active.
- 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

† All eligible vehicles equipped with factory-installed satellite radio will receive a complimentary 2-month trial subscription of the Sirius or XM All Access programming package (a \$20.99 monthly savings) PLUS complimentary activation (an additional \$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. Please see the SiriusXM Customer Agreement at www.siriusxm.com for complete terms and how to cancel, which includes calling SiriusXM at 1-866-635-2349. All fees, content and features are subject to change.

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