



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.
- › Download the Dealer App to pre-activate radios and 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 your dealership - no credit card required.

SERVICE LANE TRIALS

- › Surprise and delight your eligible customers after their service visit with a 3-Month Trial Subscription of SiriusXM All Access with over 150+ channels in your car, plus even more on the app and online — over an \$80 value!
- › Your eligible service customers with non-equipped vehicles can enjoy a 3-Month Trial Subscription of SiriusXM Premier Streaming with over 300+ channels on the app, online and at home — over a \$39 value!
- › Available on all qualifying vehicles equipped with satellite radio, regardless of manufacturer
- › SiriusXM will notify your eligible customers of their trial, courtesy of your dealership and SiriusXM
- › No Dealer effort required to promote the program or activate trials.
- › No cost to your dealership — no credit card required.

ENROLLMENT PROCEDURE

- › Begin enrollment online at:
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
- › **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: [SXMDealerPrograms@siriusxm.com](mailto: 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

Program Details:

SiriusXM Pre-Owned Program: All eligible vehicles equipped with factory-installed satellite radio will receive a 3-Month trial subscription of the SiriusXM All Access programming package (a \$21.99/mo value) PLUS complimentary activation (an additional \$15 savings).

SiriusXM Service Lane Program: Eligible customers with factory-installed satellite radio will receive a 3-Month trial subscription of the SiriusXM All Access programming package (a \$21.99/mo value) PLUS complimentary activation (an additional \$15 savings). A 3-Month Trial subscription of the SiriusXM Premier streaming package (\$13/mo value) will be offered to eligible customers with non-equipped vehicles (email required to receive offer). Ineligible customers include those with active or recently active SiriusXM subscriptions or trial subscriptions. Trial subscription terms of service subject to change. Your dealership must be enrolled in the SiriusXM Pre-Owned Program to participate in the Service Lane Program, see complete terms and conditions: <https://siriusxmdealerprograms.com/termsAndConditions.aspx>

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