



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.
- › 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
- › 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

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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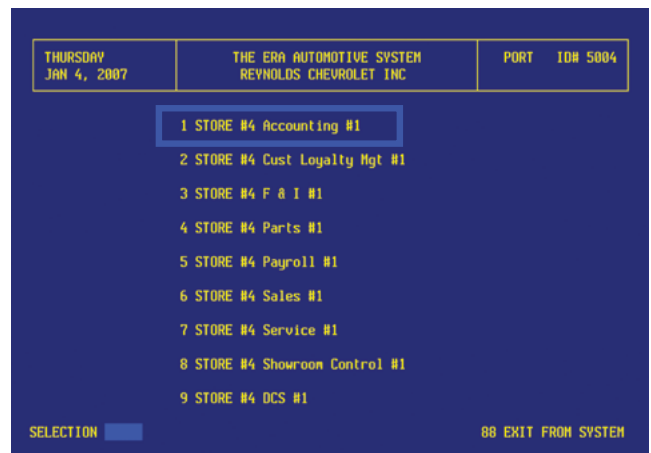
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- To assist in identification of the Store and Branch, log into ERA and type 77. To the right is an example of what you may see depending on your access. You may also be taken directly to the next screen shot. Then choose the line item for the appropriate 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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