



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

Join the free Service Lane Program today at SiriusXMDealerPrograms.com

3 MONTH TRIAL
INCLUDED FOR QUALIFYING CUSTOMERS

The best “thank you” for even more of your service customers?

THE BEST SIRIUSXM EVER.

SiriusXM’s Service Lane Program Just Got Even Better.

The Service Lane Program has been upgraded to offer a 3-Month trial subscription to even more customers coming in for service. Not only are we giving customers more time on their trial, but we will also start offering streaming very soon to customers who do not have SiriusXM in their vehicle.

Inside + Outside The Car

Qualified customers with SiriusXM-equipped vehicles get 3 months of All Access* with 150+ channels in and out of the car, including ad-free music, plus sports, news, talk and entertainment, plus more on the app.

Streaming Only

In late 2019, qualified customers with non-equipped vehicles will start receiving 3-Months of SiriusXM Premier streaming, including 300+ channels of ad-free music, plus sports, and talk channels on the phone, online, or at home.

This exciting program is an easy way to augment your Service Customer Loyalty programs and show your customers your gratitude for choosing your Dealership. Join over 17,000 Dealers today and we’ll notify your qualifying customers of their trial so they can start enjoying SiriusXM.

PROGRAM BENEFITS

- Complimentary 3-month SiriusXM All Access* or Premier streaming** package with 150+ channels in your car, plus even more on the app and online — no strings attached
- No cost to you or to your customer
- No credit card required, no strings attached

HOW IT WORKS

- Simple one-time dealership enrollment process on siriusxmdealerprograms.com
- Once SiriusXM receives your Service data, we will notify your eligible customers of their trial, courtesy of your dealership and SiriusXM
- More great programming for even more customers
- No dealer effort required to promote program or activate trials for Service customers

ELIGIBILITY

- Vehicles must be SiriusXM-equipped and/or determined eligible by SiriusXM
- Ineligible customers include those with active or recently active SiriusXM subscriptions or trials
- Streaming trials require customer email - limited time offer



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 must be SiriusXM-equipped and be determined eligible by SiriusXM to receive All Access. SiriusXM may, in its discretion, offer trials to the Sirius XM Premier streaming package (or other SiriusXM packages) to qualifying customers with non-equipped or other ineligible vehicles (email required to receive offer).

Non-qualifying customers include those with active or recently active SiriusXM 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. 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.
- > We will notify the eligible customers of their complimentary trial.

* Qualifying customers with vehicles equipped with factory-installed satellite radio will receive a complimentary 3-Month trial subscription of the SiriusXM All Access programming package (a \$21.99 monthly savings) PLUS complimentary activation (an additional \$15 savings).

** In late 2019, a 3-Month Trial subscription of the SiriusXM Premier streaming package (\$13/mo** value) will be offered to qualifying customers with non-equipped vehicles or other ineligible vehicles (email required to receive offer).

DETAILS: Non-qualifying customers include those with active or recently active SiriusXM 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, see complete terms and conditions at siriusxmdealerprograms.com. Service Lane complimentary trial terms of service subject to change.

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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 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**, or by going online at siriusxm.com/contactus and following the instructions. In addition, you may elect not to send customer information to SiriusXM for any customer that is not interested in a trial subscription. 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, call us at **1-844-832-8643** or email us at 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.