



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

Join the Service Lane Program today at SiriusXMDealerPrograms.com

3 MONTH TRIAL SUBSCRIPTION
INCLUDED FOR ELIGIBLE VEHICLES

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 subscription, but we now offer streaming to customers who do not have SiriusXM in their vehicle.

Inside + Outside The Car

Eligible customers who purchase 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

Eligible customers who purchase non-equipped vehicles will receive 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. We'll notify your qualifying customers of their trial so they can start enjoying SiriusXM.

PROGRAM BENEFITS

- **3-month SiriusXM All Access* or Premier streaming package** with 150+ channels in your car, plus even more on the app and online for customers who purchase SiriusXM-equipped vehicles
- No credit card required

HOW IT WORKS

- Visit siriusxmdealerprograms.com to get started and see complete terms and conditions
- Once enrolled, we will notify your eligible customers of their trial subscription, courtesy of your dealership and SiriusXM
- We'll do all the work to activate trial subscriptions 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 trial subscriptions require customer email



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. Customers are not required to make a purchase or provide a credit card number.

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 SiriusXM Premier streaming package (or other SiriusXM packages) to eligible customers with non-equipped or other ineligible vehicles (email required to receive offer).

Ineligible 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 trial subscription included with purchase.

PROGRAM DETAILS:

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 activation (an additional \$15 value).

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

Ineligible customers include those with active or recently active SiriusXM subscriptions or trial subscriptions. Service Lane 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 at siriusxmdealerprograms.com.

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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 subscription and SiriusXM will manage the trial subscription activation process. No dealership promotions, activations or notifications to customers are necessary.

When can customers expect to receive their 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 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 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.