



## SiriusXM is easy, convenient and everything your customers love

A Platinum Plan trial subscription is the ultimate entertainment experience for your customers, delivering exclusive content in and out of the vehicle.

### A world of entertainment at the push of a button

- Coast-to-coast coverage no matter where they drive
- Easy to find their favorites right on the head unit — no need to connect their phone

### Even more on the SXM App or in a SiriusXM with 360L vehicle\*

- The best collection of podcasts — expertly curated, including SiriusXM originals and series from Marvel
- Personalized Pandora Stations — customers can create them based on their favorite artists
- SiriusXM video — shows, interviews and performances, including epic Howard Stern studio moments
- Ad-free Xtra channels of music — to fit any mood or activity, for even more variety

These features can also be experienced through Apple Car Play and Android Auto as a way to enhance the satellite radio experience

### More than just amazing ad-free music channels

- Just about every kind of music out there, including deep cuts and every genre plus live performances you can't hear anywhere else
- Every major sport, including play-by play, every kind of comedy, talk from every angle and news from around the world
- Artist-dedicated channels from some of the biggest legends in music
- Exclusive opportunities for once-in-a-lifetime, subscriber events that put you up close & personal with the biggest names and the brightest stars

### Customers love us

- SiriusXM has over 34 million subscribers
- SiriusXM is installed in 82% of new vehicles sold in the US
- 76% of customers listed SiriusXM as their primary source for audio entertainment in the vehicle\*\*
- Customers spent 59% of their time in the vehicle listening to SiriusXM\*\*\*

\*SiriusXM with 360L: Certain features and/or content may not be available unless an active data connection is enabled in the vehicle. Video not available in vehicle. Content varies by SiriusXM subscription plan.

\*\*SiriusXM Customer Satisfaction Study (2020).

\*\*\*Among favorite audio options inside the vehicle, 59% of time in-vehicle spent enjoying SiriusXM when compared to terrestrial radio (20%) and streaming (9%). SiriusXM Audio Usage in Vehicles with App Connectivity (Summer 2021 Study).

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