



Everything you need to know

All Access Package  
1-Year Trial Subscription

SiriusXM Traffic  
SiriusXM Travel Link  
5-Year Trial

Download all the  
SiriusXM apps today for your  
smartphone or tablet.



\*On properly equipped vehicles



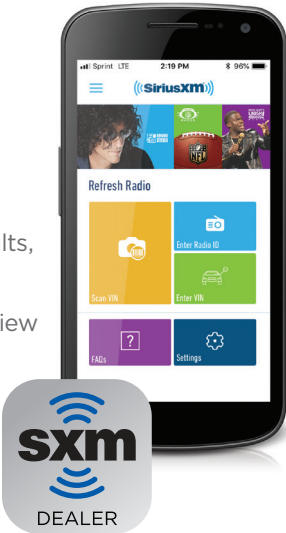
MASERATI

The best entertainment is waiting.  
All you have to do is  
**TURN IT ON.**

Your tablet or smartphone gets them started

With the **SiriusXM Dealer app**, activating SiriusXM radios is now as easy as just scanning a VIN. You'll be able to demo satellite radio when selling vehicles and your customers can drive home listening to all of our premium programming.

- **Download the SiriusXM Dealer App** from the App Store or Google Play. For best results, open the app and turn on location services.
- **Park the vehicle outside** with an unobstructed view of the sky and make sure the radio is turned on.
- **Choose "Scan VIN," scan the VIN barcode,** then press "send refresh signal now." Or, you can manually enter the radio ID or VIN.



More activation info at [siriusxmdealer.com](http://siriusxmdealer.com).

If you experience any issues refreshing the radio, please call **Dealer Support at 1-800-852-9696**.

If your customer experiences any issues with their service, visit [siriusxm.com/refresh](http://siriusxm.com/refresh) to request a refresh or contact SiriusXM Listener Care at **1-877-447-0011**. See Details below.

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20-3602



Mechanical

ORIGINATOR IS RESPONSIBLE FOR FINAL PROOFREADING, SPECS, SIZES, BRAND AND LEGAL APPROVALS.

PROJECT DETAILS

Job#:	20-3602
Desc:	Maserati Actvtn_Tip_Sheet
Bleed:	
Trim:	8.5" x 11"
Safety:	
Fold:	

APPROVALS

	Initial	Date
Designer:		
Prod. Art:		
Proofreader:		
Brand:		

REQUESTOR INFO

Requestor:	Amanda Sawney
Dept.:	OEM NEW Marketing
Invoice to:	

RELEASE INFO

Quantity:	TBD
Ink:	4/C
Stock:	100# gloss text
Due Date:	5/12/20

SHIPPING


**CREATIVE SERVICES** | 1290 Avenue of the Americas | New York, NY 10104  
Questions? Contact **John Corrigan** at **212-901-6536** or **Betsy Borbua** at **212-901-6722**



### Important Information


Dealer Resource Center for sales tools and Regional Manager contact details at [siriusxmdealer.com](http://siriusxmdealer.com).



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# Make sure they drive off with their RADIO ON.

## Steps to Ensure a Smooth Sales Delivery

- **Confirm that SiriusXM Demo Service is on.** This enables a seamless transition into the customer's All Access trial, which begins without interruption once the vehicle sold record is received.
- **Notify the customer** they will receive a 1-year All Access trial of over 150 channels of our premium programming in the car, plus on their phone, online and at home.
- **Refer the customer to the SiriusXM brochure** found inside their vehicle's glove box, which includes a channel lineup.
- **Demonstrate the basics** of satellite radio operation.
- **Preset 4-5 SiriusXM channels** based on your customer's listening preferences.
- **On properly equipped vehicles,** notify the customer they will receive a 5-year trial subscription to SiriusXM Traffic and Travel Link services.
-  **Remind your customers to set up their online access** and to download the FREE SiriusXM app at [siriusxm.com/getallaccess](http://siriusxm.com/getallaccess).

When helping them set their presets, here are some channels to help you get started:

**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





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