



**3 MONTH TRIAL
SUBSCRIPTION**
for eligible
service customers

- ☐ New Vehicles
- ☐ Certified Pre-Owned
- ☐ Pre-Owned Program
- ☒ **Service Lane Program**

**Join the Service Lane
Program today at
SiriusXMDealerPrograms.com**

Show your appreciation with **premium entertainment**

Give your service customers more value

More of your service customers can take advantage of our Service Lane Program that offers 3-month trial subscriptions. Customers with and without a SiriusXM radio in their vehicles may be eligible to receive SiriusXM after their service visit, courtesy of your Dealership.

Inside the car + on the SXM App

Eligible customers who bring in vehicles equipped with SiriusXM radios for service may receive a 3-month trial subscription to the SiriusXM Platinum Plan (an \$80 value). The trial subscription includes 165+ in-car channels plus access to 350+ channels on the SXM App.

Streaming only

Eligible customers who bring in vehicles without a SiriusXM radio for service may receive a 3-month trial subscription to the SiriusXM Streaming Platinum Plan (a \$39 value) with 350+ channels on the SXM App.

This exciting program is an easy way to augment your service customer loyalty programs and convey gratitude to your customers for choosing your Dealership. We'll notify your qualifying customers of their trial subscription so they can start enjoying SiriusXM.

Program benefits

- **3-month SiriusXM Platinum Plan or Streaming Platinum trial subscription for eligible customers**
- No cost to the Dealership
- No credit card required for the customer

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

- To receive the Platinum Plan, vehicles must be SiriusXM-equipped and/or determined eligible by SiriusXM
- Customers without SiriusXM-equipped vehicles must provide an email address to receive a Streaming Platinum trial subscription
- Ineligible customers include those with active or recently active SiriusXM subscriptions or trial subscriptions



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 subscription after a service visit?

Vehicles must be SiriusXM-equipped and be determined eligible by SiriusXM to receive a SiriusXM Platinum Plan trial subscription. SiriusXM may offer trial subscriptions to Platinum streaming to eligible customers with non-equipped 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 eligible customers of their trial subscription after their service visit.

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**.

See **siriusxmdealerprograms.com** for complete terms and conditions of the SiriusXM Service Lane Program.

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