



DEALER PROGRAMS  
DMS Type: Adam



## PRE-OWNED VEHICLE TRIALS

- › All vehicles factory-equipped with satellite radio are eligible for the 3-Month Platinum Plan trial subscription, regardless of manufacturer.
- › Your eligible customers who purchase non-equipped vehicles can enjoy a 3-Month SiriusXM Streaming Platinum trial subscription with 350+ channels on the SXM App, online and at home — over a \$32 value!\*
- › Download the Dealer App to pre-activate radios and demonstrate over 165 channels, including commercial-free music, plus sports, news, talk and entertainment, during test drives.
- › Customer's 3-Month Platinum Plan Trial subscription will automatically activate after a sold record is received.
- › No cost to your dealership - no credit card required.

## SERVICE LANE TRIALS

- › Surprise and delight your eligible customers after their service visit with a 3-Month SiriusXM Platinum Plan trial subscription with over 165+ channels in your car, plus even more on the SXM App and online — over an \$80 value!
- › Your eligible service customers with non-equipped vehicles can enjoy a 3-Month SiriusXM Streaming Platinum trial subscription with over 350 channels on the SXM App, online and at home — over a \$32 value!
- › Available on all qualifying vehicles equipped with satellite radio, regardless of manufacturer
- › SiriusXM will notify your eligible customers of their trial, courtesy of your dealership and SiriusXM
- › No Dealer effort required to promote the program or activate trials.
- › No cost to your dealership — no credit card required.

## ENROLLMENT PROCEDURE

- › Begin enrollment online at:  
**[www.siriusxmdealerprograms.com](http://www.siriusxmdealerprograms.com)**
- › Send Required Authorization Form to Program Headquarters:  
**[SXMDDealerPrograms@siriusxm.com](mailto:SXMDDealerPrograms@siriusxm.com)**
- › Make sure both the Authorization contact and DMS administrator are aware of the necessary steps to finalize activation in the program.

## ADAM VERIFICATION PROCESS

**Important Note:** Program activation cannot be finished until the steps below are completed:

- › **Complete the online enrollment** and select **“Adam”** from the DMS drop down menu.
- › **Contact CDK support at 855-587-6062** to receive FTP account credentials that will be used to submit data to CDK, identify the Adam workstation on which the Adam extract software will be installed, and provide to CDK credentials for a local administrator account with full privileges.
- › **CDK will work with Adam and the Dealer** to schedule the extract software installation.
- › Depending on the Dealer's contractual arrangement with Adam, either **CDK or Adam technicians will install the Adam data-extract software** on the Dealer's selected workstation.

## DATA MANAGEMENT

- › CDK Data Services, Inc. has been chosen to conduct the data management for this program. CDK is considered to be the gold standard in Dealer data management, safety and security of data, and ease of use.
- › CDK collects, standardizes, cleanses, enhances, and serves data for OEMs, Dealers, parts suppliers, and web marketing portals.
- › CDK processes data for nearly all of the dealerships in the U.S. and Canada. That's 23,000 dealerships and over 60,000 data connections every day.

## ONGOING DEALER SUPPORT

In addition to support offered by CDK Data Services, SiriusXM has created a dedicated team for ongoing support:

### Dealership Activation Questions

Contact CDK Data Services, Inc.  
Email: **[siriusxm.support@cdk.com](mailto:siriusxm.support@cdk.com)**  
Phone: **855-587-6062**

### Program Related Questions

Contact SiriusXM Dealer Programs  
Email: **[SXMDDealerPrograms@siriusxm.com](mailto:SXMDDealerPrograms@siriusxm.com)**  
Phone: **844-832-8643**

**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

### PROGRAM DETAILS:

**SiriusXM Pre-Owned Program:** 3-month trial subscription to the SiriusXM Platinum Plan (currently, \$22.99/mo value + no activation fee (a \$15 value)) is included with purchase of a pre-owned vehicle equipped with satellite radio at participating dealerships. Streaming trial is available to purchasers of non-equipped vehicles with no active SiriusXM audio satellite (with streaming) or streaming-only trial or paid subscription service. See complete terms and conditions <https://siriusxmdealerprograms.com/termsAndConditions.aspx>

\*Launching with Franchise Dealers and Dealers using launch DMS

**SiriusXM Service Lane Program:** Eligible customers will receive a 3-month SiriusXM Platinum Plan trial subscription. Trial subscription package varies depending on vehicle radio capability. Platinum Plan trial subscriptions (currently \$22.99/mo value + no activation fee (a \$15 value)) require vehicle to have an inactive factory-installed satellite radio. Eligible customers with non-equipped vehicles for whom SiriusXM receives a valid email may be eligible for Platinum streaming-only trial subscription (currently \$10.99/mo value). Customers with active or recently active subscription service including a trial are not eligible. Eligible customers will receive trial details after their service visit via email or other communication from SiriusXM. Your dealership must be enrolled in the SiriusXM Pre-Owned Program to participate in the Service Lane Program, see complete terms and conditions: <https://siriusxmdealerprograms.com/termsAndConditions.aspx>

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