



**DEALER PROGRAMS**  
DMS Type:  
Dominion (ACS)



NOW WITH NO DMS FEES!

## 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.

## DOMINION (ACS) VERIFICATION PROCESS

- › SiriusXM Program Headquarters will contact Dominion (ACS) to request a data feed.
- › Dealer will sign a Dominion (ACS) provided authorization form to allow their data to be transmitted to SiriusXM.
- › Return the signed data authorization form to SiriusXM Headquarters.
- › After SiriusXM Program Headquarters receives the signed form from the Dealer, SiriusXM and Dominion (ACS) will implement the daily data transfer process.

## DATA MANAGEMENT

- › Dominion (ACS) will send SiriusXM nightly files of your dealerships Inventory, Sales, & Repair Order records for SiriusXM factory-equipped vehicles. The Sales and Service files are both custom for SiriusXM and will only include information needed by SiriusXM.

## ONGOING DEALER SUPPORT

In addition to support offered by Dominion (ACS), SiriusXM has created a dedicated team for ongoing support:

### 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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