



DEALER PROGRAMS DMS Type: FTP Push



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
- › Select **"Other"** as your DMS Type
- › Enrollment has been successful when you see **"Thank You"** page. Check your email to confirm enrollment in the program.
- › CDK Data Services, Inc. will call to confirm program enrollment.
- › **Dealership Authorization contact:**
Send an email to the DMS Administrator notifying them that the dealership is enrolled in the SiriusXM Dealer Programs and are authorized to set up the SiriusXM files.
- › DMS System Administrator will set up files with the data SiriusXM requires for each program (see back page for specific instructions).

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
Phone: **855-587-6062**

Program Related Questions

Contact SiriusXM Dealer Programs
Email: SXMDealerPrograms@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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DEALER PROGRAMS

DMS Type: FTP Push (cont'd).

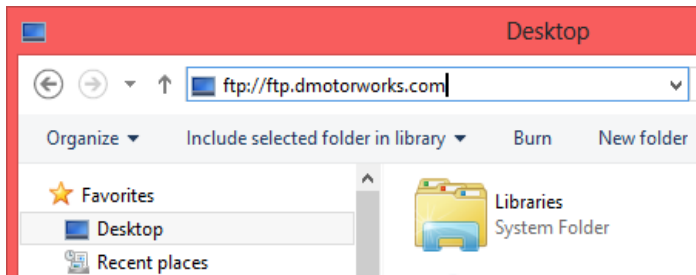
FTP & DATA SET UP PROCESS

Important note: the Enrollment will not be finished until the steps below are completed. Inventory and Sales files will need to be sent daily to enable the SiriusXM demo service as well as start the customer trials. You'll be sending the files to CDK Data Services for transmission to SiriusXM. To do this you'll be using FTP functionality. FTP allows you to transfer files between two computers on the Internet.

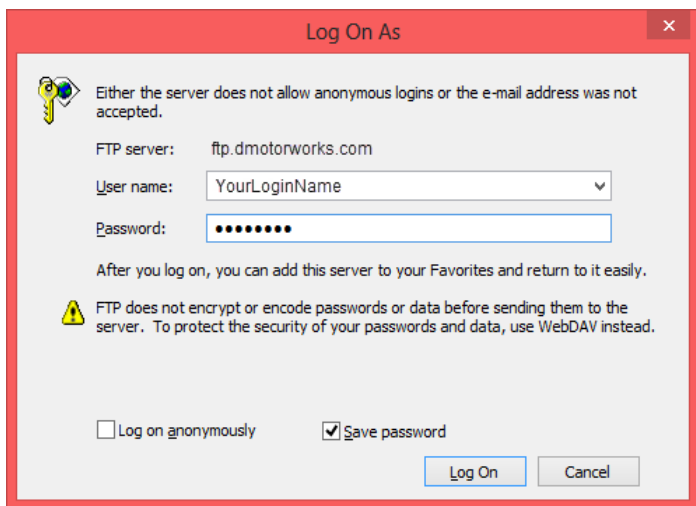
- Call CDK support at **855-857-6062** to obtain the FTP credentials that will be used to upload daily reports to ftp.dmotorworks.com.
- Build and send the required data (as described above) and push the data daily.
- Call CDK support at **855-857-6062** after your first FTP session so that CDK can confirm receipt and that the files meet the layout requirements.

CREATING THE CONNECTION

1. Start by opening Windows Explorer (not Internet Explorer) and type ftp.dmotorworks.com in the address bar.



2. Press Enter and a login dialog will appear.
3. Fill in the user name and password provided by CDK. To make subsequent logins faster and more automatic, you may wish to check the Save Password option. Then click Log On.



4. A standard Windows Explorer screen will open and you can drag the data files to the CDK FTP site.
5. When you are finished transferring files, close the window.

DATA REQUIRED FOR THE SIRIUSXM PROGRAMS

File Type/Format: All files must be tab-delimited or comma-delimited with one record per line.

File Naming Convention: vehicle_inventory.txt, vehicle_sales.txt, and (for Service Lane participants) vehicle_service.txt.

Date fields: All dates should be formatted as MM/DD/YYYY.

Vehicle Sales File (all programs)

Deal Number Identifier	
Contract Date	Date of the vehicle Sold Event
Dealer ID	Dealer Code
Type	New / Used
VIN	Vehicle identification number
Make	Vehicle Make
Model	Vehicle Model
Model year	Model Year
Buyer Name	Customer First Name and Last Name
AddressLine1	Customer address Line1
City	Customer city
State	Customer state
Country	Customer country
Postal Code	Customer postal/zip code
Phone	Customer Phone Number
Email	Customer Email Address
Deal Status	Finalized / Unwound deals (acceptable values)

Vehicle Inventory File (all programs)

Stock Number Identifier	
Event Date	Date vehicle was received into inventory
Dealer ID	Dealer Code
Type	New / Used
VIN	Vehicle identification number
Make	Vehicle Make
Model	Vehicle Model
Model year	Model Year

Service File (Service Lane only)

Service Date	Date of the closed vehicle Service Event
Dealer ID	Dealer Code
VIN	Vehicle identification number
Make	Vehicle Make
Model	Vehicle Model
Model year	Model Year
Customer Name	Customer First Name and Last Name
AddressLine1	Customer address Line1
City	Customer city
State	Customer state
Country	Customer country
Postal Code	Customer postal/zip code
Email	Customer Email Address