



**MONTH TRIAL  
SUBSCRIPTION**  
included on all  
pre-owned  
vehicles



New Vehicles



Certified Pre-Owned



**Pre-Owned Program**



Service Lane Program

**Join the free Pre-Owned  
Program today at  
[SiriusXMDealerPrograms.com](http://SiriusXMDealerPrograms.com)**

# Give your customers all of **their favorite entertainment**

Give your Pre-Owned customers more value with  
a 3-month trial subscription

Join over 40,000 participating Dealers who are taking advantage of the Pre-Owned Program. When your customers purchase a vehicle factory-equipped with SiriusXM, they'll receive a 3-month Platinum Plan trial subscription with purchase. That means they'll get the widest variety of entertainment available in their car, including exclusive entertainment they can only hear on SiriusXM.

Plus, they'll enjoy SiriusXM on the SXM App, where they can create ad-free Pandora stations based on the artists they love, hear over 100 ad-free Xtra channels of music, watch SiriusXM video and more.

## What's included

- **3-Month Platinum Plan trial subscription** to 165+ channels including ad-free music, plus sports, news, talk and entertainment for customers with SiriusXM in their vehicles. Plus, 3-months of streaming on the SXM App or online — Over an \$80 value.
- Use the **Dealer App** to pre-activate radios and to showcase SiriusXM during test drives.
- All SiriusXM-equipped pre-owned vehicles are eligible, regardless of manufacturer.
- **No customer credit card required.**



## How it works

- Easily enroll online at **[SiriusXMDealerPrograms.com](http://SiriusXMDealerPrograms.com)** and see complete terms and conditions.
- Once you place a vehicle in inventory, use the **Dealer App** to demonstrate SiriusXM when selling vehicles. Just turn on the radio, scan a VIN, and send a refresh signal to showcase a working satellite radio.
- Be sure to mark your vehicles sold. Your customer's Platinum trial subscription begins without interruption once the vehicle sold record is received.
- At delivery, notify the customer they will receive a 3-month Platinum trial subscription of over 165 channels of our premium programming in the car, plus on the SXM App and online.

## What happens after I join?

- After we successfully activate your dealership, you will receive a Welcome Kit in the mail within 7-10 days with point-of-sale materials to place in vehicles and hand out to your customers.
- After refreshing the radio, inform your customers about their 3-month trial subscription.



Hear us in the car and on the SXM App



# FAQs

## How do I join the Program?

It's simple and only takes a couple minutes. Sign up now at **SiriusXMDealerPrograms.com** or call us at **1-844-832-8643** and we will send you an enrollment form.

## Will all pre-owned vehicles receive a 3-month trial subscription?

Yes, your entire pre-owned inventory of factory-installed SiriusXM vehicles will be eligible for the demo service and the customer trial subscription. Pre-owned customers will receive the 3-month trial subscription, similar to purchasers of new and certified pre-owned vehicles.

## Who is sponsoring this Program?

SiriusXM will deliver the benefits of this Program at no cost to Dealers. For more information, please visit **SiriusXMDealerPrograms.com**.

## What is the process after my dealership has joined the Pre-Owned Program?

We'll get your dealership set up to send sales records from your DMS. You may receive a call or an email to authorize this program to complete your dealership's activation.

## 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.

## Who can I call to verify if my dealership has been activated?

If you've enrolled and want to verify your activation status, please contact SiriusXM support at **1-844-832-8643** or **SXMDealerPrograms@siriusxm.com**.

## How do I pre-activate a radio?

- Download the SiriusXM Dealer App from the App Store or Google Play.
- 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.

## If I'm unable to pre-activate a radio, who should I contact?

If your dealership encounters any issues in the activation of a radio (refreshing), please contact SiriusXM Dealer Support at **1-800-852-9696**, and they will be happy to assist you.

## 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 **SXMDealerPrograms@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**.

\*Must be enrolled in the SiriusXM Pre-Owned Program to receive the 3-month trial subscription benefit on Non-Certified Pre-Owned vehicles.

See **SiriusXMDealerPrograms.com** for complete terms and conditions of the SiriusXM Pre-Owned Program.

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