



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

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



Hear us in the car and on the SXM App

**Join the free Pre-Owned
Program today at
SiriusXMDealerPrograms.com**

Give more of your Pre-Owned Customers 3-month trial subscriptions **in and out of the car.**

You get to give the best SiriusXM ever to more customers

Join over 40,000 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 to enjoy in and out of the car. In addition, your customers purchasing a vehicle without SiriusXM installed will receive a 3-month Streaming Platinum Plan on the SXM App. That means more customers will get the widest variety of entertainment available in and out of the car, including exclusive entertainment they can only hear on SiriusXM.

What's included

With the purchase of a pre-owned vehicle, your customers may enjoy one of two great ways to experience SiriusXM:

- Vehicles with SiriusXM receive a 3-Month Platinum Plan trial subscription including 165+ channels of our best programming in the car. Plus, 3-months of streaming on the SXM App or online — Over an \$80 value.
- Vehicles without SiriusXM will receive a 3-month trial subscription on the SXM App with 350+ channels.*
- Use the **Dealer App** on SiriusXM-equipped vehicles to pre-activate radios and to showcase SiriusXM during test drives
- **No customer credit card required**



How it works

- Easily join online at **SiriusXMDealerPrograms.com** and see complete terms and conditions
- Once we receive the vehicle inventory record, scan the VIN on SiriusXM-equipped vehicles using the Dealer App and turn on SiriusXM to ensure your customers leave the lot listening
- After we receive the SiriusXM-equipped vehicle sold record, your customer's 3-month trial subscription begins
- After we receive the non-equipped vehicle sold record, SiriusXM will reach out to your customer via email or by mail with instructions to start their 3-month subscription on the SXM App

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 on SiriusXM-equipped vehicles, inform your customers about their 3-month trial subscription

For a complete list of DMS included in the Pre-Owned Program upgrade visit **siriusxmdealerprograms.com**



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.

What are the benefits of the Pre-Owned Program?

- With the purchase of a pre-owned vehicle, your customers may enjoy one of two great ways to experience SiriusXM:
 - **Vehicles with SiriusXM** receive a 3-Month Platinum Plan trial subscription including 165+ channels of our best programming in the car. Plus, 3-months of streaming on the SXM App or online — over an \$80 value.
 - **Vehicles without SiriusXM** will receive a 3-month trial subscription on the SXM App with 350+ channels — over a \$32 value. Exclusions apply. See [Launch DMS](#).
- Use the SiriusXM Dealer App to pre-activate vehicles with satellite radios so you can demonstrate SiriusXM during test drives.
- No Dealer effort required to activate the SXM App trial for non-equipped vehicles. SiriusXM will contact your eligible customers a few days after their purchase via email or a letter with information on how to access their trial on the SXM App.
- Free SiriusXM Brochures and other marketing materials are available for your dealership and can be ordered at: siriusxmestore.com/dealer.
- The program is offered at no cost to your dealership — the trial subscription automatically shuts off at the end of the 3 months. No credit card required for your customers.

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.

Which DMS are included in the launch of the 3-month trial on the SXM App for Pre-Owned Vehicles without SiriusXM installed?

Franchise Dealers and Dealers using our Launch DMS are included in the Pre-Owned Program Upgrade which gives trial subscriptions of the SXM App to customers who purchase vehicles without SXM Installed. See full list of [Launch DMS](#) at 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 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 Certified Pre-Owned vehicle sales.

How do I pre-activate SiriusXM radios for my customers?

We recommend pre-activating radios on SiriusXM-equipped vehicles by using the Dealer App prior to customer delivery so they drive off the lot listening to their SiriusXM trial subscription. By pre-activating a radio, you can demonstrate SiriusXM during test drives.

Will all Pre-Owned vehicles receive a 3-Month trial subscription?

Yes, your entire Pre-Owned inventory of factory-installed SiriusXM vehicles, regardless of manufacturer, will receive a 3-month Platinum Plan trial subscription. Plus, customers purchasing pre-owned vehicles not-equipped with SiriusXM will receive a 3-month Streaming Platinum trial subscription. Exclusions apply. See [Launch DMS](#).

Please note: complete and accurate VIN and Customer Contact information is required for your customers to receive the Platinum Plan trial subscription and the Streaming Platinum trial subscription.

How will my customers buying non-equipped pre-owned cars get notified about their trial on the SXM App?

Eligible customers will receive an email or letter from SiriusXM within a few days of their vehicle purchase with instructions to activate the Streaming Platinum trial subscription. Once they've set up their credentials and started their trial, they should download the SXM App (from the App Store or Google Play) to start streaming on connected devices and in their car via Android Auto, Apple CarPlay, or directly through their vehicle's speakers.

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

If your dealership encounters radio activation issues, please know that our SiriusXM Dealer Support Agents are available to help. If a radio does not activate after using the Improved SiriusXM Dealer App, please contact SiriusXM Dealer Support at 1-800-852-9696, and they will be happy to assist.

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

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

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, please contact your Regional Manager or send us an email at SXMDealerPrograms@siriusxm.com.

For questions on the activation status of your dealership, please contact CDK Data Services, Inc. at 1-855-587-6062. Or for RR ERA dealers only, contact Reynolds support at 1-800-767-0080.

If your question is about radio activation and satellite radio service, please contact SiriusXM Dealer Support at 1-800-852-9696.

* Must be enrolled in the SiriusXM Pre-Owned Program to receive the 3-month trial subscription benefit on SXM-equipped non-certified and eligible non-SXM equipped pre-owned vehicles. Streaming trial subscriptions for purchasers of non-equipped vehicles are subject to Dealership DMS participation. See SiriusXMDealerPrograms.com for complete terms and conditions of the SiriusXM Pre-Owned Program.