



3 MONTH TRIAL SUBSCRIPTION
Included on factory-equipped vehicles

Here's how to get them hearing it all

Pre-activate your SiriusXM-equipped vehicles with the improved Dealer App.



Download the improved SiriusXM Dealer App today for your smartphone.



Use the Dealer App to help them hear what they love

Give your customers a premium listening experience

Your smartphone gets them started

Pre-activating SiriusXM radios is easy with the **improved SiriusXM Dealer App**. Just scan a VIN and start showcasing SiriusXM when selling vehicles. Plus, your customers can leave the lot listening to all of our premium programming.

- **Download the SiriusXM Dealer App** from the App Store or Google Play. For best results, open the app and turn on location services.
- **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. Your customer's trial does not start until the vehicle is sold.



More radio refresh info at siriusxmdealer.com.

If you experience any issues refreshing the radio, please call **Dealer Support at 1-800-852-9696**.

If your customer experiences any issues with their service, visit siriusxm.com/refresh to request a refresh or contact SiriusXM Listener Care at **1-877-447-0011**. See Details below.

Our Pre-Owned Program lets them all leave listening

SiriusXM's Pre-Owned Program gives customers purchasing vehicles factory-equipped with SiriusXM a 3-month Platinum Plan trial subscription, courtesy of your dealership and SiriusXM. It's the kind of added value your customers are looking for when buying a pre-owned vehicle.

Visit Today: siriusxmdealerprograms.com

If you switch your DMS, do not forget to re-enroll with your new provider at siriusxmdealerprograms.com.



Hear us in the car and on the SXM App

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

Dealer Resources

Order FREE SiriusXM Merchandise: siriusxmstore.com/dealer
First Time Ordering?
Click Create Dealer Account to get started.

View the Dealer Resource Center for sales tools and Regional Manager contact details at siriusxmdealer.com/programs.

Access Advertising Assets by visiting siriusxm.com/eAssets.

Let your customers leave listening to a world of entertainment

Steps to Ensure a Smooth Sales Delivery

- **Pre-activate SiriusXM radios using the Dealer App.**
- **Make sure to mark vehicles as sold in your Dealer Management system.**
Upon receipt of the sold record, we will start your customer's 3-month trial subscription.
- **Provide a SiriusXM brochure**, which includes a channel lineup, in every vehicle.
- **Demonstrate the basics** of satellite radio operation.
- **Preset 4-5 SiriusXM channels** based on your customer's listening preferences.



Remind your customers to set up their online access at siriusxm.com/getlogin and to download the SXM App from the App Store or Google Play.

When helping them set their presets, here are some channels to help you get started:

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

