

# SiriusXM

# One button gets them closer to it all



HOWARD STERN

Your customers' SiriusXM trial subscription deeply connects them to the music, sports, talk, news and comedy they love — in and out of their vehicle.

## Easy access to their favorites, all in one place

Tap in right from the head unit — no need to connect their phone

- Every kind of music covering every decade and genre
- Coverage of every major sport, including play-by-play
- Talk, laugh-out-loud comedy and news from every angle
- Artist-dedicated channels from some of the biggest legends in music
- Exclusive opportunities for once-in-a-lifetime subscriber events that put them up close & personal with the biggest names and the brightest stars

And they can listen coast-to-coast, with coverage no matter where they drive

## PLUS, they'll get more on the SiriusXM app and in vehicles including SiriusXM with 360L\*

**Watch exclusive performances** from their favorite artists and today's biggest names

**Easily find their favorites** with simple navigation and tools

**Discover even more** with expertly-curated channels and suggestions tailored just for them

**Customize their experience** with dedicated Artist Stations

**Download their favorite podcasts** to listen to later

Cars without SiriusXM with 360L can still enjoy these features with Apple CarPlay and Android Auto connections.

## Connecting daily with millions of customers

**Nearly 33 million** current subscribers

**Over 80%** of new vehicles sold in the US have SiriusXM installed

**79%** of subscribers listed SiriusXM as their primary source for entertainment in the vehicle\*\*

**84%** of subscribers are highly satisfied with SiriusXM\*\*\*

\*SiriusXM with 360L: Certain features and/or content may not be available unless an active data connection is enabled in the vehicle. Content varies by subscription plan. Features and display may vary by OEM/vehicle.

\*\*SiriusXM Customer Satisfaction Study (2023)

\*\*\*Morgan Stanley 2024 Research Report

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Armani White on

