



3 MONTH TRIAL SUBSCRIPTION
Included on factory-equipped pre-owned vehicles

Here's how to get them hearing it all

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



Download the SiriusXM Dealer App on your smartphone today.



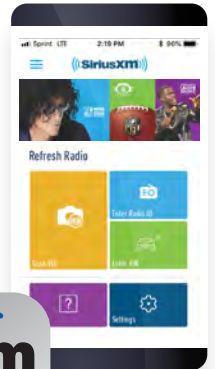
Use the Dealer App to help them hear what they love

Give your customers a premium listening experience

Your smartphone gets them started

Pre-activating SiriusXM radios is easy with the **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

Customers receive a 3-month trial subscription with the purchase of a Certified Pre-Owned (CPO) vehicle equipped with SiriusXM.

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.

Customers with non-equipped vehicles may also receive a 3-month Streaming Platinum trial subscription.*

Visit Today: siriusxmdealerprograms.com

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

*Some exclusions apply. SXM App streaming-only trial subscriptions for purchasers of non-equipped vehicles are subject to Dealership DMS participation and are available only to purchasers with no active SiriusXM audio satellite (with streaming) or streaming-only trial or paid subscription service.



Let your customers leave listening to a world of entertainment



Hear us in the car and on the SXM App

Activation Steps to Ensure Smooth Delivery on SXM-equipped vehicles:

- > **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.

Activation for pre-owned vehicles without SiriusXM:

- > Eligible purchasers will receive either an email or a letter from SiriusXM within a few days after their vehicle purchase with instructions on how to activate their SXM App trial subscription.
- > Once your customer has set up their credentials and started their trial, they should download the SXM App to start streaming on their devices and in their car via Android Auto, Apple CarPlay, or directly through their car speaker.



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

Suggested Presets:

MUSIC



TALK



COMEDY



NEWS



SPORTS



Dealer Resources

Order FREE SiriusXM Merchandise: sxmestore.com/auto
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.