



# 3

**MONTH TRIAL  
SUBSCRIPTION**  
Included on factory-  
equipped vehicles

## PRE-OWNED RADIO ACTIVATION

Use the Dealer App to let pre-owned customers **hear what they love.**

**Here's how to give them a premium listening experience.**

**Check to see if SiriusXM is active prior to delivery. If not, follow these steps:**

- **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.
- **Make sure the radio is turned on.** Verify if the radio is already receiving SiriusXM channels. If it is not, continue to the next step.
- **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 3-month trial does not start until the vehicle is sold.
- **Repeat the process** to turn on all SiriusXM-equipped radios on your lot.

More radio refresh info at [siriusxmdealer.com](http://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](http://siriusxm.com/refresh) to request a refresh or contact SiriusXM Listener Care at **1-877-447-0011.**



Download the SiriusXM Dealer App today on your smartphone.



## Our Pre-Owned Program lets them all leave listening.

As a valued participant in our Pre-Owned Program, give all your 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.

**More Information:** [siriusxmdealerprograms.com](http://siriusxmdealerprograms.com)

**Program Details:** If you switch your DMS, do not forget to re-enroll with your new provider at [siriusxmdealerprograms.com](http://siriusxmdealerprograms.com) or call us at 1-866-255-2699 and we'll assist you with re-enrollment.

### Share this with your Sales Team so all your customers drive home listening to SiriusXM.

Be sure every member of your team knows how to refresh radios. The customer trial is an \$80 value and they can listen anywhere at home, on mobile, and on connected devices with the SXM App.



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## Let your Pre-Owned customers leave listening to a world of entertainment.

### Steps to ensure a smooth sales delivery.

- **Pre-activate SiriusXM radios using the 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.
- **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.



Hear us in the car and on the SXM App

Customers can enjoy SiriusXM anywhere with the SXM App—on their phone, at home, and on their favorite devices—including with their 3-month Platinum Plan trial subscription.

They'll receive access to 425+ channels including expertly curated Xtra music channels, Pandora stations, SiriusXM video library of in-studio shows & performances including Howard Stern video, popular podcast series and SXM originals, plus access to Stitcher Premium.

### Remind your customers to download the SXM App and create their account

by going to **GET LOGIN** within the app or [siriusxm.com/getlogin](http://siriusxm.com/getlogin) on a desktop.

Once they're set up, they can start streaming on their devices.



### Re-ordering free SiriusXM materials:

Order FREE SiriusXM Merchandise: [sxmstore.com/auto](http://sxmstore.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](http://siriusxmdealer.com/programs).

Access Advertising Assets by visiting [siriusxm.com/eAssets](http://siriusxm.com/eAssets).

When helping them set their satellite radio 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

