



**3 MONTH TRIAL
SUBSCRIPTION**
Included on
pre-owned 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.

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**.



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 Certified and Non-Certified used vehicles factory-equipped with satellite radio a 3-month Platinum Plan trial subscription. 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.*

More Information: siriusxmdealerprograms.com

Program Details: If you switch your DMS, do not forget to re-enroll with your new provider at 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.

*See activation details on reverse.



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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.

Re-ordering free SiriusXM materials:

Order FREE SiriusXM Merchandise: 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.

Access Advertising Assets by visiting siriusxm.com/eAssets.



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 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:

Customers with non-equipped vehicles may also receive a 3-month Streaming Platinum trial subscription. Here is how it works:

- Eligible customers 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.
 - Customers should download the SXM App and create their account by going to **GET LOGIN** within the app or they also create their account on a desktop at siriusxm.com/getlogin
- Once they're set up, they can start streaming on their devices and in their car via Android Auto, Apple CarPlay, or Bluetooth.

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

