



Thank your Service Customers with 3 months of SiriusXM in and out of the car.

The Service Lane Program offers a **3-month trial subscription of SiriusXM** to eligible customers coming in for service. As a participant, your customers get the widest variety of entertainment in their vehicle and on the SiriusXM app.



▶
THE
FREE
SERVICE
LANE
PROGRAM



Inside & outside the car

- Designed to enhance your service customers' appreciation and loyalty, the FREE Service Lane Program is a great opportunity to provide the unparalleled entertainment only SiriusXM can offer to your customers bringing in a SiriusXM-equipped vehicle for service.
- Eligible customers get 3 months of SiriusXM with 165+ channels in and out of the car, including ad-free music, plus sports, news, talk and entertainment, plus more on the SXM App. No credit card required. (\$85+ value)

How it works

- To get started and see complete terms and conditions, visit [SiriusXMDealerPrograms.com](https://www.siriusxm.com/dealerprograms).
- Once enrolled, we will notify your eligible customers of their trial subscription, courtesy of your dealership and SiriusXM.
- We'll do all the work to activate trial subscriptions for service customers.

Eligibility

- Vehicles must be SiriusXM-equipped and determined eligible by SiriusXM.
- Ineligible customers include those with active or recently active SiriusXM subscriptions or trials.
- Streaming trial subscriptions require customer email.



FAQs

How do I join?

Sign up now at [SiriusXMDealerPrograms.com](https://www.siriusxm.com/dealerprograms) or call us at 1-844-832-8643 and we will send you an enrollment form.

What are the benefits of the Service Lane Program?

- After coming in for a service visit, eligible customers can enjoy two great ways to experience SiriusXM. Vehicles with SiriusXM receive a 3-month trial subscription including 165+ channels of our best programming in the car. Their trial also includes streaming on the SiriusXM app or online — over an \$85 value.
- The program is offered at no cost to you — the trial subscription automatically shuts off at the end of the 3 months. No credit card required for your customers.

Who is sponsoring this Program?

SiriusXM will deliver the benefits of this Program at no cost to Dealers. Customers are not required to make a purchase or provide a credit card number.

How will SiriusXM know which vehicles and customers are eligible for a SiriusXM trial after a Service visit?

Vehicles must be SiriusXM-equipped and be determined eligible by SiriusXM to receive the trial. Ineligible customers include those with active or recently active SiriusXM subscriptions or trials.

How do I know my customer information is safe and treated appropriately by SiriusXM?

SiriusXM understands the importance of data confidentiality and security. We follow industry standards for data protection to help ensure all customer information is secure. This is the same data security process and privacy policy that is applied to shared customer information from new and pre-owned vehicle sales.

What is the process after my dealership is participating in the Service Lane Program?

We'll get your dealership set up to send service records. You may receive a call or an email to authorize this program to complete your dealership's activation. We'll send you an email to let you know that your dealership is active.

We will notify the eligible customers of their trial subscription.

What is my dealership's role in the Program?

Once your dealership has started in the program, nothing else is required from your dealership. SiriusXM will notify your eligible customers of their trial subscription and will manage the trial subscription activation process. No dealership promotions, activations or notifications to customers are necessary.

When can customers expect to receive their SiriusXM trial subscription?

Within a few weeks following a Service visit to your dealership and SiriusXM's receipt of your Service records, eligible customers will receive notification and information about their trial subscription, courtesy of your dealership and SiriusXM.

What if I have a customer that wants to opt-out of future communications from SiriusXM?

Customers may simply opt-out of future SiriusXM communications via the same process used for new or pre-owned vehicle purchases, by calling SiriusXM Customer Care at 1-877-447-0011, or by going online at [SiriusXM.com/contactus](https://www.siriusxm.com/contactus) and following the instructions. In addition, you may elect not to send customer information to SiriusXM for any customer that is not interested in a trial subscription. Your customers will not be notified of their Service Lane trial subscription by telephone.

If I have a question that isn't addressed in these FAQs, who can I contact?

If you have questions about this program or need help with enrollment, call us at 1-844-832-8643 or email us at SiriusXMDealerPrograms@siriusxm.com.

- If your question is about other aspects of the satellite radio services, please contact SiriusXM Dealer Support at 1-800-852-9696.
- Or you can also contact your SiriusXM Regional Manager for assistance. Contact details at [SiriusXMDealer.com](https://www.siriusxm.com/dealer).
- For additional questions about SiriusXM products, programs and future subscriptions, please visit [SiriusXM.com](https://www.siriusxm.com).

PROGRAM DETAILS: Eligible customers will receive a 3-month SiriusXM trial subscription. 3-month trial subscriptions (currently \$23.99/mo value + no activation fee (a \$15 value)) require vehicle to have an inactive factory-installed satellite radio. Customers with active or recently active subscription service including a trial are not eligible. Eligible customers will receive trial details after their service visit via email or other communication from SiriusXM. Trial subscription terms of service subject to change. Your dealership must be enrolled in the SiriusXM Pre-Owned Program to participate in the Service Lane Program, see complete terms and conditions at [SiriusXMDealerPrograms.com](https://www.siriusxm.com/dealerprograms).

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