



Enrollment Procedure

- Begin enrollment online at:
www.siriusxmdealerprograms.com
- Make sure the DMS administrator is aware of the necessary steps to finalize activation in the program.

Adam Verification Process

Important Note: Program activation cannot be finished until the steps below are completed:

- **Complete the online enrollment** and select “Adam” from the DMS drop down menu.
- **Contact CDK support at 855-587-6062** to receive FTP account credentials that will be used to submit data to CDK, identify the Adam workstation on which the Adam extract software will be installed, and provide to CDK credentials for a local administrator account with full privileges.
- **CDK will work with Adam and the Dealer** to schedule the extract software installation.
- Depending on the Dealer’s contractual arrangement with Adam, either **CDK or Adam technicians will install the Adam data-extract software** on the Dealer’s selected workstation.

Data Management

- CDK Data Services, Inc. has been chosen to conduct the data management for this program. CDK is considered to be the gold standard in Dealer data management, safety and security of data, and ease of use.
- CDK collects, standardizes, cleanses, enhances, and serves data for OEMs, Dealers, parts suppliers, and web marketing portals.
- CDK processes data for several dealerships in the U.S. and Canada.

Ongoing Dealer Support

- In addition to support offered by CDK Data Services, SiriusXM has created a dedicated team for ongoing support:
- **Dealership Activation Questions**
Contact CDK Data Services, Inc.
Email: siriusxm.support@cdk.com
Phone: **855-587-6062**
- **Program Related Questions**
Contact SiriusXM Dealer Programs
Email: SXMDealerPrograms@siriusxm.com
Phone: **844-832-8643**

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