

# SiriusXM



## New! SiriusXM 33-Month Extended Service Plan Now Available.

Introducing the SiriusXM Extended Service Plan—now available as a dealer add-on at the time of new vehicle order, offering added revenue opportunities for your dealership and delivering savings and convenience to your customers.



KEVIN HART'S  
LOLRADIO



KELLY  
CLARKSON  
CONNECTION



DID YOU KNOW?

79%

of SiriusXM subscribers say it's their top audio source while in the vehicle.

Offering the SiriusXM Extended Service Plan aligns with Audi customer expectations and preferences, enriching their ownership experience.

## Why Add the Extended Service Plan to Your Vehicle Orders?

### Generate Additional Revenue for Your Dealership

- **Dealers can earn both frontend and backend margin.**
- Customer purchase price: \$350 (58% customer savings\*)

## Eligibility and Ordering

**Order Code:** Select the 33mo SiriusXM Extended Services Plan (PIA code SES when ordering new vehicles)

**Eligible Vehicles:** 3-year plan becomes available first on MY25 A6, A6 e-tron, A7, A8, Q7, Q8, and e-tron GT car lines, and will expand on more MY26 vehicles as they launch.†

**Terms:** This offer is only available at time of Dealer order. This offer is not available at point of sale or post-sale.

The plan is VIN-specific, non-transferable, and non-refundable.

\*Savings claim compared to SiriusXM's current rate of \$24.98/mo for All Access.

† Some services and features are subject to device capabilities and location availability. Satellite service not available in AK & HI. All fees, content and features are subject to change.

© 2025 Sirius XM Radio LLC. SiriusXM, Sirius, XM, Pandora and all related logos are trademarks of Sirius XM Radio LLC and its respective subsidiaries. Other marks, channel names and logos are the property of their respective owners. All rights reserved.



## Key Benefits for your Customers

- **Provide Exceptional Value to Your Customers**  
Offer uninterrupted SiriusXM service for 3 years, with a 58% savings\* on the SiriusXM All Access service.
- **Streamlined Subscription**  
No monthly bills for the 3 month trial + 33 month extended service.
- **Enhanced Driving Experience**  
Premium audio for three years with coast-to-coast coverage and diverse content — music, talk shows, sports, news, comedy, podcasts, and more.
- **SiriusXM App Engagement**  
Access curated content both in the car and on the SiriusXM app, including personalized playlists and exclusive shows.
- **Exclusive Subscriber Perks**  
Enjoy special event access, live and virtual performances, and streaming via the SiriusXM app.

## Industry Dealer Feedback

- **“Extending this value-add to our buyers is a very exciting incentive – the margin is the icing on the cake.”**
- **“It’s a no-brainer. We’re adding it to everything we order.”**
- **“Our Team is excited we can now offer this bundle to our Customers that they can’t get elsewhere.”**

## FAQs

### How do I add SiriusXM Extended Service to my vehicle order?

Select the 33mo SiriusXM Extended Service Plan (PIA code SES when ordering a new vehicle).

### When will the service start?

On the in-service date.

### Is the service transferable to another vehicle?

The service remains with the vehicle/VIN.

### What SiriusXM Plan is included?

All Access plan – the most premium SiriusXM plan.

### What’s included in the 3-year subscription?

- Ad-free **MUSIC** from every genre and decade, plus Artist created channels
- Original **TALK**, podcasts, exclusive **COMEDY** and **NEWS** from every angle
- Instant access to major-league and college games (NFL, MLB, NBA, NHL and NCAA play-by-play), NASCAR, plus the biggest names in **SPORTS** talk
- 2 **Howard Stern** channels
- Create **Artist Stations** based on artists
- **On Demand** – exclusive shows and performances (streaming via SiriusXM app only)
- **Personalized content discovery**
- **Voice Search**
- Streaming on the **SiriusXM app**, including **VIDEO LIBRARY** of in-studio shows and performances and shows



## Scan here to learn more.

[SiriusXMDealer.com/Audi](https://SiriusXMDealer.com/Audi)

Or contact your SiriusXM Field Rep for more details.

Make sure to take advantage of this opportunity and drive value for your dealership and your customers!

\*Savings claim compared to SiriusXM's current rate of \$24.98/mo for All Access.

† Some services and features are subject to device capabilities and location availability. Satellite service not available in AK & HI. All fees, content and features are subject to change.

© 2025 Sirius XM Radio LLC. SiriusXM, Sirius, XM, Pandora and all related logos are trademarks of Sirius XM Radio LLC and its respective subsidiaries. Other marks, channel names and logos are the property of their respective owners. All rights reserved.