



Give your Pre-Owned Customers 3-month trial subscriptions in and out of the car.

Join over 45,000 Dealers who are taking advantage of the Pre-Owned Program.

As a participant in the program, your customers get a **3-month trial subscription of SiriusXM** in their pre-owned vehicle and on the SiriusXM app. This is an \$87+ value for your customer at no cost to your dealership.

► THE FREE SIRIUSXM PRE-OWNED PROGRAM

What's included:

With the purchase of a pre-owned vehicle, your customers can enjoy SiriusXM in their car and on the SiriusXM app.

- Their 3-month SiriusXM trial subscription includes 165+ channels in the car plus access to countless channels on the SiriusXM app – over an \$87 value!
- Use the **Dealer App** on SiriusXM-equipped vehicles to pre-activate radios and make sure your customers leave the lot listening.
- No customer credit card required.

How it works:

- Easily join online at **SiriusXMDealerPrograms.com** and see complete terms and conditions.
- Once we receive the vehicle inventory record, scan the VIN on SiriusXM-equipped vehicles using the Dealer App and turn on SiriusXM to ensure your customers leave the lot listening.
- Make sure to mark vehicles sold in your DMS to start your customer's 3-month trial subscription.

What happens after I join?

- You will receive a Welcome Kit in the mail within 7-10 days with point-of-sale materials to place in vehicles & hand out to your customers.
- After you activate the radios on SiriusXM-equipped vehicles, inform your customers about their 3-month trial subscription.



Scan to Download the SiriusXM Dealer App
on your smartphone

Dealer App Benefits:

✓ Refresh Radios

Quickly send a signal to your SiriusXM-equipped vehicles so your customers leave the lot listening

✓ Dealer Portal

Get the latest program details and point of sale materials.

✓ eLearning

Stay informed with training modules designed to educate your staff. They'll earn a 90-day streaming trial and more.

✓ eStore

Order promotional materials for your showroom - free of charge!



FAQs

How do I join the Program?

It's simple and only takes a couple minutes. Sign up now at SiriusXMDealerPrograms.com or call us at 1-844-832-8643 and we will send you an enrollment form.

What are the benefits of the Pre-Owned Program?

- With the purchase of a pre-owned vehicle, your customers get to experience SiriusXM for 3 months both inside the car and on the SiriusXM app (an \$87 value):
 - In the Car: includes 165+ channels of our best programming.
 - On the SiriusXM app & Online: take your trial with you anywhere.
- Use the SiriusXM Dealer App to pre-activate vehicles with satellite radios so you can demonstrate SiriusXM during test drives.
- Free SiriusXM Brochures and other marketing materials are available for your dealership and can be ordered at: sxmestore.com/auto.
- The program is offered at no cost to your dealership — 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. For more information, please visit SiriusXMDealerPrograms.com.

What is the process after my dealership has joined the Pre-Owned Program?

We'll get your dealership set up to send sales records from your DMS. You may receive a call or an email to authorize this program to complete your dealership's activation.

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 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 Certified Pre-Owned vehicle sales.

How do I pre-activate SiriusXM radios for my customers?

We recommend pre-activating radios on SiriusXM-equipped vehicles by using the Dealer App prior to customer delivery so they drive off the lot listening to their SiriusXM trial subscription. By pre-activating a radio, you can demonstrate SiriusXM during test drives.

Will all Pre-Owned vehicles receive a 3-month trial subscription?

Yes, your entire Pre-Owned inventory of factory-installed SiriusXM vehicles, regardless of manufacturer, will receive a 3-month trial subscription.

Please note: complete and accurate VIN and Customer Contact information is required for your customers to receive the trial subscription.

If I'm unable to pre-activate a radio, who should I contact?

If your dealership encounters radio activation issues, please know that our SiriusXM Dealer Support Agents are available to help. If a radio does not activate after using the Improved SiriusXM Dealer App, please contact SiriusXM Dealer Support at 1-800-852-9696, and they will be happy to assist.

Who can I call to verify if my dealership has been activated?

If you've joined and want to verify your activation status, please contact SiriusXM support at 1-844-832-8643 or SXMDDealerPrograms@siriusxm.com.

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, please contact your Regional Manager or send us an email at SXMDDealerPrograms@siriusxm.com.
- For questions on the activation status of your dealership, please contact CDK Data Services, Inc. at 1-855-587-6062. Or for RR ERA dealers only, contact Reynolds support at 1-800-767-0080.
- If your question is about radio activation and satellite radio service, please contact SiriusXM Dealer Support at 1-800-852-9696.

PROGRAM DETAILS: 3-month trial subscription is included with purchase of a pre-owned vehicle equipped with satellite radio at participating dealerships. Trial subscription terms of service subject to change. See complete terms and conditions for the SiriusXM Pre-Owned Program at SiriusXMDealerPrograms.com.

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