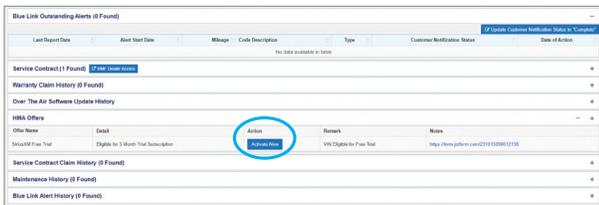


SiriusXM Real-Time Activation Process

With a simple push of a button, you can give your eligible service customers a 3-month SiriusXM trial subscription, in real time—at no cost to your dealership or the customer—through WebDCS. Over an \$87 value. The SiriusXM trial includes 165+ channels of ad-free music, plus sports, news, talk, entertainment and streaming on the SiriusXM app. The process is simple, check vehicle eligibility, click the activation button, and start enhancing your customer’s service experience. No collection of payment is required for activation of this trial offer.

1 Visit WebDCS:

- Select the **Vehicle Information page**.
- Scroll down to the **HMA Offers** section towards the bottom of the page.
- If the **SiriusXM offer** appears, your **customer is eligible** for the SiriusXM 3-month trial.



- If the customer is not eligible for the SiriusXM offer, you will not see an Activation Button under action



- ## 2 Obtain the customer’s consent
- to activate their 3-month trial. Please send “customer acknowledgment” form link to customer to complete. Use link below or have customer scan QR code.

[Customer acknowledgment form](#)



- ## 3
- After customer completes form, click **“Activate Now”** to send a signal to the customer’s radio and activate their SiriusXM 3-month trial.

- ## 4
- Print the **“SiriusXM Trial Information”** PDF flyer accessible through the link under the offer details, or direct customers to siriusxm.com/experience.



- SiriusXM will send a refresh signal to turn on the radio.
- If SiriusXM service isn’t active prior to the customer leaving your dealership, you can send a refresh signal to the radio through the **SiriusXM Dealer App**.
- Or, tell the customer to use the refresh instructions on the flyer if needed.
- To receive a refresh link, have them text the word “Refresh” to 77917.

- ## 5 Tell them how to stream on the SiriusXM app:

-  Direct them to download the SiriusXM app from the App Store or Google Play.
 

- The customer will receive an email from SiriusXM with instructions on how they can start streaming or they can create their online account by going to siriusxm.com/getlogin.
- Once they’re set up, they can start streaming anywhere on connected devices.

Dealer Best Practices

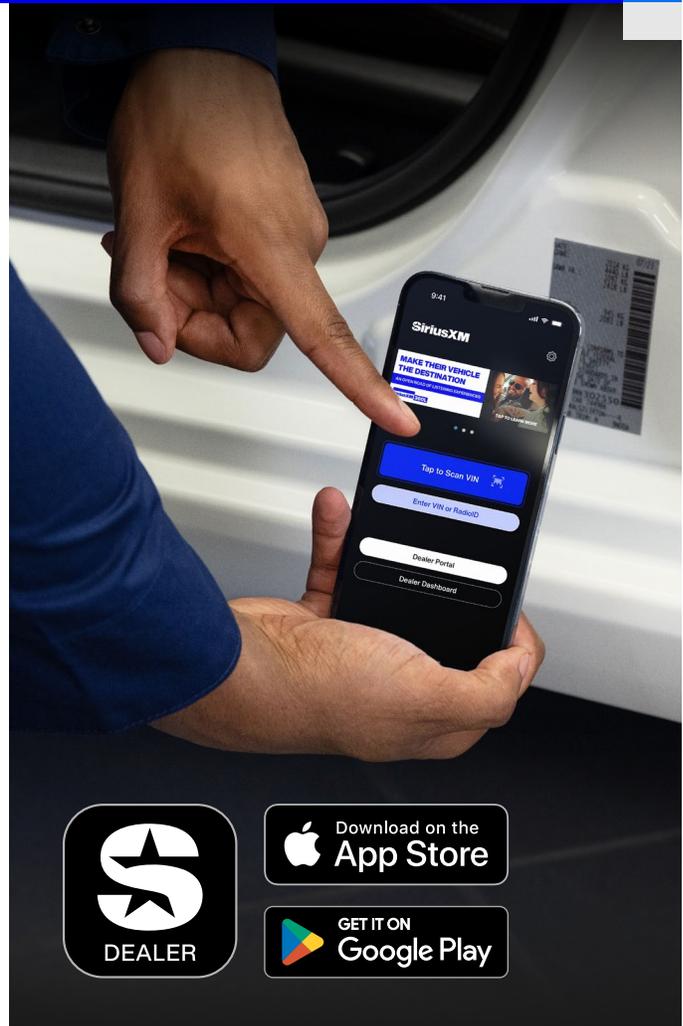
Once the activation signal is sent through WebDCS, make sure you can hear SiriusXM and that your customers drive away listening to their SiriusXM Trial Subscription. If SiriusXM service isn't active, you can send a refresh signal to the radio through the SiriusXM Dealer App.

Radio Activation 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 and make sure the radio is turned on.
- **Choose "Scan VIN," scan the VIN barcode**, then press "send refresh signal now."
- Or, you can manually enter the radio ID or VIN

Optimize their Drive

To provide exceptional customer experience, ask your customer what type of music they enjoy and program a few channels into their presets. Provide the customer with the printed SiriusXM flyer including information on how to refresh their radio and activate their streaming account.



PROGRAM DETAILS: Eligible customers will receive a 3-month SiriusXM trial subscription. Trial subscription package varies depending on vehicle radio capability. Trial subscriptions 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. 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/termsAndConditions.aspx.

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