

Provide a Complimentary SiriusXM® Trial to Service Customers

SiriusXM has extended satellite radio trial subscription programs to include complimentary trials for select customers who bring in their factory-equipped vehicles for Service. This program is in addition to the complimentary satellite radio trials available to your new and pre-owned vehicle customers at the time of sale and is designed to complement your Service Customer Loyalty Programs with no additional effort from the dealership. Participating in this exciting program is an easy way to show Service customers your gratitude for their loyalty with a SiriusXM trial, courtesy of your dealership and SiriusXM. Join today and we'll do the rest. We'll notify your qualifying customers of their trial as well as provide them with the unparalleled entertainment only SiriusXM can offer — all at no cost to you or to your Service customers.

New Vehicles	Certified Pre-Owned	SXM Pre-Owned Program	Service Lane Program
✓	✓	✓	✓

PROGRAM BENEFITS

- Complimentary 2-Month Trial Subscription* of Sirius or XM Select package with over 140 channels of commercial-free music, plus sports, news, talk and entertainment.
- No cost to you or to your customer.
- **No Dealer effort required to activate the trial for Service customers.**

TRIAL ELIGIBILITY

- Vehicles with factory-installed satellite radio determined eligible by SiriusXM qualify for satellite trial service.
- Ineligible vehicles include those with active or recently active SiriusXM Satellite Radio service subscriptions or trials.

HOW IT WORKS

- Simple one-time dealership opt-in process.
- Same data security process that is applied to shared customer information from new and pre-owned vehicle sales.
- **No dealer effort required to promote program or activate trials for Service customers.**
- Once SiriusXM receives your Service data, we will notify your eligible customers of their trial, courtesy of your dealership and SiriusXM.
- Same great programming for even more customers.
- Sign up and we will do the rest. It's that simple!



Join the Service Lane Program today at siriusxmdealerprograms.com

*Complimentary Trial Subscription terms of service subject to change.

What are the benefits of joining the Service Lane Program?

Following a customer visit to your Service department, SiriusXM® will provide eligible customers with vehicles factory-equipped with satellite radio a complimentary trial subscription of Sirius or XM Select* with over 140 channels, including commercial-free music, plus sports, news, talk and entertainment. This trial is provided courtesy of your dealership and SiriusXM. Designed to enhance your Service customers' loyalty, this is a great opportunity to show your appreciation. SiriusXM will notify eligible customers of their complimentary trial after their Service visit. There is no cost to you or your customer.

How do I join?

Sign up now at siriusxmdealerprograms.com or send the completed enrollment form by fax to **1-855-282-3310**. If you have questions about this program or need help getting started, please email us at SXMDDealerPrograms@siriusxm.com.

Who is sponsoring this Program?

SiriusXM will deliver the benefits of this Program at no cost to Dealers.

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

Vehicles with factory-installed satellite radio determined eligible by SiriusXM qualify for satellite trial service. Ineligible vehicles include those with active or recently active Sirius or XM satellite radio service 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?

By joining, you will be authorizing SiriusXM to receive the required data from your Dealer Management System. Digital Motorworks, Inc. (DMi) will receive the data extract from your Dealer Management System on behalf of SiriusXM. The data will be used to notify your customers of their complimentary trial and as a way to communicate future programming and subscription options.

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 the eligible customers that they have received the trial and SiriusXM will manage the vehicle trial-activation process. **No dealership promotions, activations or notifications to customers are necessary.**

When can customers expect to receive their complimentary 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 complimentary trial subscription, courtesy of the 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**. Your customers will not be notified of their complimentary 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 getting started, email us at SXMDDealerPrograms@siriusxm.com. You can also contact your SiriusXM Regional Manager. Contact details found at siriusxmdealer.com.

If your question is about other aspects of our satellite radio services, please contact SiriusXM Dealer Support at **1-800-852-9696**. For additional questions about SiriusXM products, programs and future subscriptions, please visit siriusxm.com.

See Details below.



*SiriusXM Service Lane Program currently offers a complimentary 2-Month Trial (a \$14.99 monthly savings) plus complimentary activation (\$15 savings) of the Sirius or XM Select programming package to qualifying customers with factory-installed satellite radio. Non-qualifying vehicles include those with active or recently active SiriusXM Satellite Radio service subscriptions or trials. Service Lane complimentary trial terms of service subject to change. Must be enrolled in the SiriusXM Pre-Owned Program to participate in the Service Lane Program.

Details: If your customers decide to continue service after their trial, the subscription plan they choose will automatically renew thereafter and they will be charged according to their chosen payment method at then-current rates. Fees and taxes apply. **To cancel they must call us at 1-866-635-2349. See our Customer Agreement for complete terms at www.siriusxm.com.** All fees and programming subject to change.