



DEALER PROGRAMS
DMS Type: Dealertrack
(Arkona)

Dealertrack DMS 
TECHNOLOGY THAT DRIVES YOU.

SIRIUSXM IS A CERTIFIED DEALERTRACK PARTNER

PRE-OWNED VEHICLE TRIALS

- › All vehicles factory-equipped with satellite radio are eligible for the 3-Month Platinum Plan trial subscription, regardless of manufacturer.
- › Your eligible customers who purchase non-equipped vehicles can enjoy a 3-Month SiriusXM Streaming Platinum trial subscription with 350+ channels on the SXM App, online and at home — over a \$32 value!*
- › Download the Dealer App to pre-activate radios and demonstrate over 165 channels, including commercial-free music, plus sports, news, talk and entertainment, during test drives.
- › Customer's 3-Month Platinum Plan Trial subscription will automatically activate after a sold record is received.
- › No cost to your dealership - no credit card required.

SERVICE LANE TRIALS

- › Surprise and delight your eligible customers after their service visit with a 3-Month SiriusXM Platinum Plan trial subscription with over 165+ channels in your car, plus even more on the SXM App and online — over an \$80 value!
- › Your eligible service customers with non-equipped vehicles can enjoy a 3-Month SiriusXM Streaming Platinum trial subscription with over 350 channels on the SXM App, online and at home — over a \$32 value!
- › Available on all qualifying vehicles equipped with satellite radio, regardless of manufacturer
- › SiriusXM will notify your eligible customers of their trial, courtesy of your dealership and SiriusXM
- › No Dealer effort required to promote the program or activate trials.
- › No cost to your dealership — no credit card required.

ENROLLMENT PROCEDURE

- › Begin enrollment online at:
www.siriusxmdealerprograms.com
- › Send Completed Dealertrack DMS authorization form to Program Headquarters:
Email: **SXMDDealerPrograms@siriusxm.com**
Fax: **855-282-3310**

DEALERTRACK VERIFICATION PROCESS

- › Dealer will sign a Dealertrack DMS authorization form to allow their data to be shared with SiriusXM
- › Return the signed data authorization form to SiriusXM Headquarters.
- › After SiriusXM Program Headquarters receives the signed form from the Dealer, SiriusXM and Dealertrack will implement the daily data transfer process.

DATA MANAGEMENT

- › Dealertrack will share with SiriusXM your dealership's Inventory, Sales, & Repair Order records for SiriusXM factory-equipped vehicles. SiriusXM will only receive information needed for the programs.

ONGOING DEALER SUPPORT

In addition to support offered by Dealertrack, SiriusXM has created a dedicated team for ongoing support:

Program Related Questions

Contact SiriusXM Dealer Programs

Email: **SXMDDealerPrograms@siriusxm.com**

Phone: **844-832-8643**

MUSIC AD-FREE

TALK THE BIGGEST AND BRIGHTEST PERSONALITIES

COMEDY LAUGH OUT LOUD

NEWS WORLD-CLASS NEWS, WHEN YOU NEED IT

SPORTS LIVE GAMES FROM EVERY MAJOR SPORT

PROGRAM DETAILS:

SiriusXM Pre-Owned Program: 3-month trial subscription to the SiriusXM Platinum Plan (currently, \$22.99/mo value + no activation fee (a \$15 value)) is included with purchase of a pre-owned vehicle equipped with satellite radio at participating dealerships. Streaming trial is available to purchasers of non-equipped vehicles with no active SiriusXM audio satellite (with streaming) or streaming-only trial or paid subscription service. See complete terms and conditions <https://siriusxmdealerprograms.com/termsAndConditions.aspx>

*Launching with Franchise Dealers and Dealers using launch DMS

SiriusXM Service Lane Program: Eligible customers will receive a 3-month SiriusXM Platinum Plan trial subscription. Trial subscription package varies depending on vehicle radio capability. Platinum Plan trial subscriptions (currently \$22.99/mo value + no activation fee (a \$15 value)) require vehicle to have an inactive factory-installed satellite radio. Eligible customers with non-equipped vehicles for whom SiriusXM receives a valid email may be eligible for Platinum streaming-only trial subscription (currently \$10.99/mo value). 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: <https://siriusxmdealerprograms.com/termsAndConditions.aspx>

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