



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, regardless of manufacturer.
- › 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 dealerships 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, \$21.99/mo value + no activation fee (a \$15 value)) is included with purchase of a pre-owned vehicle equipped with satellite radio at participating dealerships. See complete terms and conditions: <https://siriusxmdealerprograms.com/termsAndConditions.aspx>

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 \$21.99/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>

© 2021 Sirius XM Radio Inc. SiriusXM, Pandora and all related logos are trademarks of Sirius XM Radio Inc. and its respective subsidiaries. Other marks, channel names and logos are the property of their respective owners. All rights reserved.