



## Enrollment Procedure

- Begin enrollment online at [www.siriusxmdealerprograms.com](http://www.siriusxmdealerprograms.com)
- Select “Other” as your DMS Type
- Enrollment has been successful when you see “Thank You” page. Check your email to confirm enrollment in the program.
- CDK Data Services, Inc. will call to confirm program enrollment.
- **Dealership Authorization contact:**  
Send an email to the DMS Administrator notifying them that the dealership is enrolled in the SiriusXM Dealer Programs and are authorized to set up the SiriusXM files.
- DMS System Administrator will set up files with the data SiriusXM requires for each program (see back page for specific instructions).

## Data Management

- CDK Data Services, Inc. has been chosen to conduct the data management for this program. CDK is considered to be the gold standard in Dealer data management, safety and security of data, and ease of use.
- CDK collects, standardizes, cleanses, enhances, and serves data for OEMs, Dealers, parts suppliers, and web marketing portals.
- CDK processes data for several dealerships in the U.S. and Canada.

## Ongoing Dealer Support

- In addition to support offered by CDK Data Services, SiriusXM has created a dedicated team for ongoing support:
- **Dealership Activation Questions**  
Contact CDK Data Services, Inc.  
Email: [siriusxm.support@cdk.com](mailto:siriusxm.support@cdk.com)  
Phone: **855-587-6062**
- **Program Related Questions**  
Contact SiriusXM Dealer Programs  
Email: [SXMDDealerPrograms@siriusxm.com](mailto:SXMDDealerPrograms@siriusxm.com)  
Phone: **844-832-8643**

## FTP & Data Set Up Process

- Important note:** the Enrollment will not be finished until the steps below are completed. Inventory and Sales files will need to be sent daily to enable the SiriusXM demo service as well as start the customer trials. You'll be sending the files to CDK Data Services for transmission to SiriusXM. To do this you'll be using FTP functionality. FTP allows you to transfer files between two computers on the Internet.
- Call CDK support at **855-857-6062** to obtain the FTP credentials that will be used to upload daily reports to [ftp.dmotorworks.com](http://ftp.dmotorworks.com).
  - Build and send the required data (as described above) and push the data daily.
  - Call CDK support at **855-857-6062** after your first FTP session so that CDK can confirm receipt and that the files meet the layout requirements.

**MUSIC** AD-FREE

**TALK** THE BIGGEST  
AND BRIGHTEST  
PERSONALITIES

**COMEDY** LAUGH  
OUT LOUD

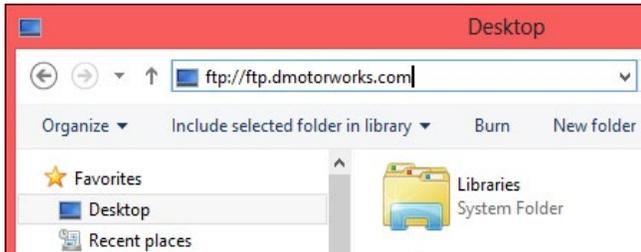
**NEWS** WORLD-CLASS  
NEWS WHEN  
YOU NEED IT

**SPORTS** LIVE GAMES FROM  
EVERY MAJOR SPORT

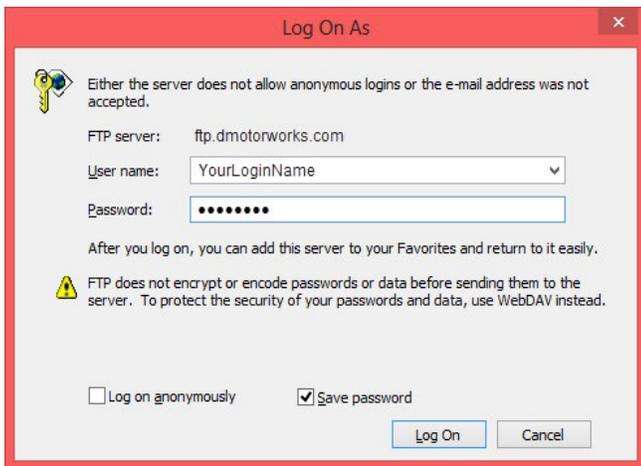


## Creating the Connection

1. Start by opening Windows Explorer (not Internet Explorer) and type **ftp.dmotorworks.com** in the address bar.



2. Press Enter and a login dialog will appear.
3. Fill in the user name and password provided by CDK. To make subsequent logins faster and more automatic, you may wish to check the **Save Password** option. Then click **Log On**.



4. A standard Windows Explorer screen will open and you can drag the data files to the CDK FTP site.
5. When you are finished transferring files, close the window.

## Data Required for the SiriusXM Programs

**File Type/Format:** All files must be tab-delimited or comma-delimited with one record per line.

**File Naming Convention:** vehicle\_inventory.txt, vehicle\_sales.txt, and (for Service Lane participants) vehicle\_service.txt.

Date fields: All dates should be formatted as MM/DD/YYYY.

### Vehicle Sales File (all programs)

Deal Number Identifier	
Contract Date	Date of the vehicle Sold Event
Dealer ID	Dealer Code
Type	New / Used
VIN	Vehicle identification number
Make	Vehicle Make
Model	Vehicle Model
Model year	Model Year
Buyer Name	Customer First Name and Last Name
AddressLine1	Customer address Line1
City	Customer city
State	Customer state
Country	Customer country
Postal Code	Customer postal/zip code
Phone	Customer Phone Number
Email	Customer Email Address
Deal Status	Finalized / Unwound deals (acceptable values)

### Vehicle Inventory File (all programs)

Stock Number Identifier	
Event Date	Date vehicle was received into inventory
Dealer ID	Dealer Code
Type	New / Used
VIN	Vehicle identification number
Make	Vehicle Make
Model	Vehicle Model
Model year	Model Year

### Service File (Service Lane only)

Service Date	Date of the closed vehicle Service Event
Dealer ID	Dealer Code
VIN	Vehicle identification number
Make	Vehicle Make
Model	Vehicle Model
Model year	Model Year
Customer Name	Customer First Name and Last Name
AddressLine1	Customer address Line1
City	Customer city
State	Customer state
Country	Customer country
Postal Code	Customer postal/zip code
Email	Customer Email Address

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