



DEALER PROGRAMS
DMS Type: R&R ERA



SIRIUSXM IS RCI CERTIFIED | NOW WITH NO DMS FEES!

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
- > You will be contacted or you may leave a message at Program Headquarters to confirm your enrollment and the DMS Administrator: Phone: 844-832-8643 Email: SXMDDealerPrograms@siriusxm.com
- > Make sure both the Authorization contact and DMS administrator are aware of the necessary steps to finalize activation in the program. They can expect communication from SiriusXM to complete the process.
- > SiriusXM may call Dealer to confirm the enrollment.

REYNOLDS & REYNOLDS ERA VERIFICATION PROCESS

Important Note: Program activation cannot be finished until the steps below are completed:

- > Using the on-line enrollment site, provide your dealership information, including Store# and Branch# for your ERA system. This will allow identification of inventory, pre-owned sales and service (if enrolled) for your dealership.
- > Following your enrollment, you will be contacted by SiriusXM Program Headquarters via phone and email to confirm your authorization to participate in the programs. Please confirm and your enrollment will be completed via the Reynolds Certified Interface Program.

DATA MANAGEMENT

- > SiriusXM participates in the Reynolds Certified Interface (RCI) Program, therefore, making it easy for Reynolds ERA dealers to safely provide DMS data to activate SiriusXM trial subscriptions for equipped vehicles.



ONGOING DEALER SUPPORT

[Program Related Questions](#)
 Contact SiriusXM Dealer Programs
 Email: SXMDDealerPrograms@siriusxm.com
 Phone: 844-832-8643

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- > To assist in identification of the Store and Branch, log into ERA and type 77. To the right is an example of what you may see depending on your access. You may also be taken directly to the next screen shot. Then choose the line item for the appropriate store from the list; in this example, we chose #3.



- > From the next screen you will be able to verify the Store and Branch information. In this example, the dealership is Store 4, Accounting branch 1.



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>

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