



SiriusXM PRE-OWNED VEHICLE PROGRAM

Program Benefits

Adding SiriusXM for free to your entire pre-owned, SiriusXM equipped inventory offers added value to you and your customers. By participating in our pre-owned program, you take advantage of 140 channels of commercial-free music, plus the best news, sports, talk and entertainment.

Dealer Benefits

Only SiriusXM can change the way you listen. Now change the way you sell pre-owned vehicles.

- Available at no cost to your dealership
- 270 day Dealer Demo on all pre-owned, SiriusXM equipped inventory
- SiriusXM can be showcased on all test drives
- Increase customer satisfaction with a free 3-month customer trial, an added value of \$170
- Off-make vehicles are eligible for trial as long as they have a SiriusXM factory-equipped radio

3 MONTH TRIAL
ON EQUIPPED
PRE-OWNED
VEHICLES

Customer Benefits

For your customers, pre-activating SiriusXM just makes sense. SiriusXM's digital quality audio enhances the driving experience with content that meets the needs of the driver and passengers.

- All customers purchasing a SiriusXM equipped pre-owned vehicle get a 3-month trial at no cost
- The trial is completely turn-key and no action is required by the customer. This means no phone call, no credit card and no signal resend, as long as the Dealer Demo has been activated
- Provides a great customer experience, from the test drive to the delivery process

To register, please contact your District Manager.

"I can honestly say my staff appreciates the new Pre-Owned Program. It's been a great tool when selling modern pre-owned vehicles. This has added a great deal of value to the sale, as well as directly benefitting the client."

Chris Holmes (GSM)
Bolton Honda

