



SiriusXM PRE-OWNED VEHICLE PROGRAM

Welcome to the SiriusXM
Pre-Owned Vehicle Program!

Congratulations, your dealership has been successfully enrolled and activated in the SiriusXM Pre-Owned Vehicle Program. Effective immediately, your Dealership can start resending signals to its SiriusXM equipped pre-owned inventory. This will start the 270 day Dealer Demo Service and your customers will be eligible for their free 3-month trial! The enclosed Activation Kit is everything you will need to get started.

270 Day Dealer Demo Service

- This on-the-lot demo will allow you to demonstrate SiriusXM as a selling feature during the shopping process and is independent from the 3-month Customer Trial
- Dealers are encouraged to resend the signal promptly as this will ensure customers drive off the lot with SiriusXM on. Use the SiriusXM Dealer Tool App for easy activation
- Resend the signal directly from your smartphone at: siriusxm.ca/resend
- Typical resend takes 5-15 minutes. See enclosed Start Sheet for instructions
- Dealers are offered additional demo time after the first 270 days expire, contact your local District Manager

**3 MONTH
TRIAL**
ON EQUIPPED
PRE-OWNED
VEHICLES

Auto-Activated 3-Month Customer Trial

- Every pre-owned vehicle equipped with SiriusXM is eligible for a 3-month Customer Trial
- Once a sold record is received, the Dealer Demo Service will seamlessly transition to a 3-month Customer Trial

Within the Activation Kit, you will find a variety of materials to assist in program launch, including a Start Sheet to guide Dealer Demo and Customer Trial setup, Customer Brochures with SiriusXM programming to distribute during the shopping process, Mirror Hangs and Window Decals to be placed on SiriusXM equipped vehicles, and a delivery guide checklist for the dealership staff. For additional questions about SiriusXM products, programs and future subscriptions, please visit siriusxm.ca.

Resend the signal to your inventory today so that your customers can experience their complimentary trial when they leave your dealership!

"Everyone here at Metro Ford loves the new Pre-Owned program. All of our SiriusXM capable vehicles are now always active, enhancing the customer experience during test drives."

Kent Magnuson (VP & GSM)
Metro Motors