



SIRIUSXM SERVICE LANE PROGRAM

FAQs

**3 MONTH
TRIAL**
ON EQUIPPED
SERVICE
VEHICLES

What are the benefits of enrolling in the Service Lane Program?

Following a customer visit to your Service department, eligible factory equipped SiriusXM vehicles will qualify for a complimentary 3-month trial to the SiriusXM All Access package with complimentary online listening. This trial is provided courtesy of your dealership and SiriusXM. Designed to enhance your Service customers' loyalty, this is a great opportunity to show your appreciation. SiriusXM will notify eligible customers of their complimentary trial after their Service visit.

There is no cost to you or your customer.

How do I enroll?

Sign up now at sxmdealer.ca or fax the completed enrollment form to 1-800-878-6865. If you have questions about this program or need help with enrollment, please email us at dealer.support@siriusxm.ca.

Who is sponsoring this Program?

SiriusXM will deliver the benefits of this Program at no cost to Dealers.

How will SiriusXM know which vehicles and customers are eligible for a SiriusXM trial after a Service visit?

Factory equipped SiriusXM vehicles determined eligible qualify for a Service Trial. Ineligible vehicles include those with active or recently active SiriusXM Service subscriptions or trials.

How do I know my customer information is safe and treated appropriately by SiriusXM?

SiriusXM understands the importance of data confidentiality and security. We follow industry standards for data protection to help ensure all customer information is secure. This is the same data security process and privacy policy that is applied to shared customer information from new and pre-owned vehicle sales.



What is the process after my dealership is enrolled in the Service Lane Program?

By enrolling, you will be authorizing SiriusXM to receive the required data from your Dealer Management System. CDK Global will receive the data extract from your Dealer Management System on behalf of SiriusXM. The data will be used to notify your customers of their complimentary trial and as a way to communicate future programming and subscription options.

What is my dealership's role in the Program?

Once your dealership is enrolled and activated, nothing else is required from your dealership. SiriusXM will notify the eligible customers that they have received the trial and SiriusXM will manage the vehicle trial-activation process.

No dealership activations or notifications to customers are necessary.

When can customers expect to receive their complimentary SiriusXM trial?

Within a few weeks following a Service visit to your dealership and SiriusXM's receipt of

your Service records, eligible customers will receive notification and information about their complimentary trial, courtesy of the dealership and SiriusXM.

What if I have a customer that wants to opt-out of future communications from SiriusXM?

Customers may simply opt-out of future SiriusXM communications via the same process used for new or pre-owned vehicle purchases, by calling SiriusXM Customer Care at 1-866-539-7474. Your customers will not be notified of their complimentary Service Lane trial by telephone.

If I have a question that isn't addressed in these FAQs, who can I contact?

If you have questions about this program or need help with enrollment, email us at dealer.support@siriusxm.ca. You can also contact your SiriusXM District Manager. Contact details found at sxmdealer.ca. For additional questions about SiriusXM products, programs and future subscriptions, please visit siriusxm.ca.