



SIRIUSXM SERVICE LANE PROGRAM

Enroll Today!

**3 MONTH
TRIAL**
ON EQUIPPED
SERVICE
VEHICLES

SiriusXM has launched a new program for select customers who bring in their factory-equipped vehicles for Service. This is in addition to the complimentary trials available to your new and pre-owned vehicle customers at the time of sale. It is designed to complement your Service Customer Loyalty Programs with no additional effort from the dealership. Participating in this exciting new program is an easy way to show Service customers your gratitude for their loyalty with a SiriusXM trial. Enroll today and we'll do the rest - **all at no cost to you or to your Service customers.**

NEW VEHICLES	SXM PRE-OWNED PROGRAM	<small>NEW</small> SERVICE LANE PROGRAM
✓	✓	✓

Program Benefits

- Complimentary 3-Month Trial* to the SiriusXM All Access package. This includes online listening
- Tons of commercial-free music, plus sports, news, talk and entertainment for your Service customers
- No cost to you or your customer

- **No Dealer effort required to activate the trial for Service Customers**

Trial eligibility

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

How it works

- Simple one-time dealership opt-in process
- Same data security process that is applied to shared customer information from new and pre-owned vehicle sales

- **No dealer effort required to activate trials for Service customers**

- Once SiriusXM receives your Service data, we will notify your eligible customers of their trial, courtesy of your dealership and SiriusXM
- Same great programming for even more customers

Enroll today in the Service Lane Program at sxmdealer.ca

*Certain Eligible Vehicles may not qualify for the promotion as part of the Service Lane Program, including vehicles with active SiriusXM satellite radio service subscriptions, vehicles which have received the SiriusXM satellite radio service (on a trial or paid subscription basis) in the prior 12 months, and/or other vehicles as reasonably determined by SiriusXM in its sole discretion. SiriusXM may at its discretion provide trial services or other services to owners of vehicles that do not qualify for the Service Lane Program.