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Kia Motors America and SiriusXM Announce Five-Year Extension of Long- Term Agreement

Kia customers will continue to receive a three-month SiriusXM All Access subscription with purchase of equipped vehicles through 2023 model year

NEW YORK, July 19, 2018 /PRNewswire/ -- SiriusXM and Kia Motors America (KMA) announced today an agreement that extends the ongoing relationship between the two companies for five more years, through the 2023 model year. Customers purchasing Kia vehicles will continue to get a three-month introductory SiriusXM All Access subscription – SiriusXM's most expansive programming package which includes streaming via the SiriusXM mobile app – with the purchase or lease of SiriusXM-equipped vehicles.



Customers purchasing or leasing properly equipped Kia vehicles will also receive a three-month subscription to the SiriusXM Traffic and SiriusXM Travel Link infotainment services. SiriusXM Traffic helps drivers avoid congestion before they reach it with detailed information on traffic speed, accidents, construction, road closures and more. SiriusXM Travel Link delivers timely and helpful information to drivers and passengers including weather, fuel prices, sports scores, movie listings and stock prices. Go to www.SiriusXM.com/Infotainment for more info.

"Extending our relationship with SiriusXM and continuing to provide Kia customers with SiriusXM's extensive offering of audio entertainment and infotainment services was a priority for us," said Orth Hedrick, VP, Strategy & Planning for KMA. "The ability to continue offering SiriusXM, and with it access to an exceptional lineup of programming choices – hundreds of channels of commercial-free music, plus live sports, comedy, news and more – is integral in enhancing the Kia experience for many years to come."

"Kia continues to distinguish itself as a leading manufacturer of safe, dependable and affordable vehicles, which is recognized by their top ranking in the most recent J.D. Power Initial Quality Study, and their IIHS Top Safety Pick ratings," said James Wu, VP, Automotive Partnerships for SiriusXM. "Their customers are very loyal and we are pleased to extend our long-term relationship to continue to provide those customers with the benefit of SiriusXM's exceptional audio entertainment and infotainment services."

Customers who purchase or lease Kia Certified Pre-Owned vehicles will also continue to

receive a three-month introductory subscription to SiriusXM All Access.

SiriusXM All Access delivers the most comprehensive bundle of entertainment, sports and news programming available in the vehicle. It includes Howard Stern's two exclusive channels, commercial-free music from many genres, plus every NFL, MLB®, and NBA game, every NASCAR® race, NHL® games, PGA TOUR® coverage, college sports, some of the biggest names and brands in entertainment, news and comedy, and more.

SiriusXM All Access subscribers also get streaming access to SiriusXM, enabling them to connect to their favorite channels online, on-the-go with the SiriusXM mobile app, and at home on a wide variety of connected devices including smart TVs, Amazon Alexa devices, Apple TV, PlayStation, Roku, Sonos speakers and more. The SiriusXM app offers more than 200 channels of content, including several exclusive online-only channels, and thousands of hours of on-demand content that allow the listener to hear more of what they want, when they want it.

About Kia Motors America

Headquartered in Irvine, California, Kia Motors America continues to top quality surveys and is recognized as one of the 100 Best Global Brands and 50 Best Global Green Brands by Interbrand. Kia serves as the "Official Automotive Partner" of the NBA and LPGA and offers a complete range of vehicles sold through a network of nearly 800 dealers in the U.S., including cars and SUVs proudly built in West Point, Georgia.

For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at www.kiamedia.com/us/en/newsalert.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has approximately 33.1 million subscribers. SiriusXM creates and offers commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment, and a wide-range of Latin music, sports and talk programming. SiriusXM is available in vehicles from every major car company and on smartphones and other connected devices as well as online at siriusxm.com. SiriusXM radios and accessories are available from retailers nationwide and online at SiriusXM. SiriusXM also provides premium traffic, weather, data and information services for subscribers through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™. SiriusXM delivers weather, data and information services to aircraft and boats through SiriusXM Aviation™ and SiriusXM Marine™. In addition, SiriusXM Music for Business provides commercial-free music to a variety of businesses. SiriusXM holds a minority interest in SiriusXM Canada which has approximately 2.6 million subscribers. SiriusXM is also a leading provider of connected vehicles services, giving customers access to a suite of safety, security, and convenience services including automatic crash notification, stolen vehicle recovery assistance, enhanced roadside assistance and turn-by-turn navigation.

To download SiriusXM logos and artwork, visit <http://www.siriusxm.com/LogosAndPhotos>.

This communication contains "forward-looking statements" within the meaning of the Private

Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about future financial and operating results, our plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "will likely result," "are expected to," "will continue," "is anticipated," "estimated," "believe," "intend," "plan," "projection," "outlook" or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of our management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. Actual results and the timing of events may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our substantial competition, which is likely to increase over time; our ability to attract and retain subscribers, which is uncertain; interference to our service from wireless operations; consumer protection laws and their enforcement; unfavorable outcomes of pending or future litigation; the market for music rights, which is changing and subject to uncertainties; our dependence upon the auto industry; general economic conditions; the security of the personal information about our customers; existing or future government laws and regulations could harm our business; failure of our satellites would significantly damage our business; the interruption or failure of our information technology and communications systems; our failure to realize benefits of acquisitions or other strategic initiatives; rapid technological and industry changes; failure of third parties to perform; our failure to comply with FCC requirements; modifications to our business plan; our indebtedness; our principal stockholder has significant influence over our affairs and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock; impairment of our business by third-party intellectual property rights; and changes to our dividend policies which could occur at any time. Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our Annual Report on Form 10-K for the year ended December 31, 2017, which is filed with the Securities and Exchange Commission (the "SEC") and available at the SEC's Internet site (<http://www.sec.gov>). The information set forth herein speaks only as of the date hereof, and we disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication.

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