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Jaguar Land Rover Expands Installation of SiriusXM; Makes SiriusXM a Standard Feature Across Entire Vehicle Lineup in U.S.

Jaguar Land Rover and SiriusXM extend services agreement into 2026

NEW YORK, April 8, 2021 /PRNewswire/ -- Jaguar Land Rover North America and SiriusXM today announced that they are expanding the factory installation of SiriusXM's audio entertainment service, and that SiriusXM is now a standard feature in all Jaguar and Land Rover models in the United States beginning with '21 model year vehicles.



The standard availability of SiriusXM is part of a new agreement between SiriusXM and Jaguar Land Rover that extends their relationship into 2026. The two companies have been working together to deliver SiriusXM's world class programming to Jaguar and Land Rover customers since 2004.

Additionally, the two companies announced that Jaguar Land Rover will soon begin offering the advanced SiriusXM with 360L platform, which combines satellite and streaming content delivery into a single, cohesive in-vehicle entertainment experience. Further details will be announced at a later time.

"As we continue to work together with SiriusXM to further enhance our customer's in-vehicle experience, we're thrilled to be adding additional value to owners by making SiriusXM, and its countless listening options, standard on all '21 model year Jaguar and Land Rover vehicles," said Rob Filipovic, Director of Product, Jaguar Land Rover North America.

"Jaguar and Land Rover are iconic luxury vehicle brands known for providing drivers exceptional performance and in-vehicle technology," said Chris Paganini, SVP, Automotive Partnerships, for SiriusXM. "Our longstanding relationship with Jaguar Land Rover dates back to 2004 and continues to grow today with SiriusXM now a standard feature in their '21 model year vehicles."

Jaguar and Land Rover vehicle owners and lessees in the United States will continue to receive a three-month trial subscription to the SiriusXM All Access programming package¹. SiriusXM All Access delivers to consumers SiriusXM's full lineup of varied content, plus access to SiriusXM outside their vehicles on the SiriusXM app and on connected devices and speakers in their homes. For more information on all the programming that SiriusXM

offers, and all the ways subscribers can listen, visit www.SiriusXM.com.

¹ A 3-month trial subscription to the SiriusXM All Access package is included with each vehicle, which gives consumers access to 150+ channels of premium programming. Plus consumers can stream SiriusXM on their computer, smartphone or tablet with each subscription. If a consumer decides to continue service after his or her trial subscription, the subscription plan chosen will automatically renew thereafter and the consumer will be charged according to the chosen payment method at then-current rates. Fees and taxes apply. To cancel a subscription consumers must call SiriusXM at 1-866-635-2349. See the SiriusXM Customer Agreement for complete terms at siriusxm.com. All fees and programming are subject to change. SiriusXM satellite radio service is not available in Alaska or Hawaii.

About Jaguar Land Rover

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports sedan and sports car marques.

At Jaguar Land Rover we are driven by a desire to deliver class-leading vehicles, providing experiences people love, for life. Our products are in demand around the globe and in 2020 we sold 425,974 vehicles in 127 countries.

At heart we are a British company, with two major design and engineering sites, three vehicle manufacturing facilities, an Engine Manufacturing Centre and soon to be opened Battery Assembly Centre. We also have vehicle plants in China, Brazil, India, Austria and Slovakia. Three of our seven technology hubs are in the UK – Manchester, Warwick (NAIC) and London – with additional sites in Shannon, Ireland, Portland, USA, Budapest, Hungary and Changshu, China.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in North America, and the premier programmer and platform for subscription and digital advertising-supported audio products. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM and Pandora's properties reach more than 150 million listeners, the largest addressable audience in the U.S., across all categories of digital audio – music, sports, talk, and podcasts. SiriusXM's acquisitions of Stitcher and Simplecast, alongside industry-leading ad tech company AdsWizz, make it a leader in podcast hosting, production, distribution, analytics and monetization. SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers. For more about SiriusXM, please go to: www.siriusxm.com.

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: the COVID-19 pandemic is adversely impacting our business; we face substantial competition and that competition is likely to increase over time; our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, which may not be successful, and may adversely affect our business; we engage in extensive marketing efforts and the continued effectiveness of those efforts is an important part of our business; we rely on third parties for the operation of our business, and the failure of third parties to perform could adversely affect our business; we may not realize the benefits of acquisitions and other strategic investments and initiatives; a substantial number of our Sirius XM subscribers periodically cancel their subscriptions and we cannot predict how successful we will be at retaining customers; our ability to profitably attract and retain subscribers to our Sirius XM service as our marketing efforts reach more price-sensitive consumers is uncertain; our business depends in large part on the auto industry; failure of our satellite would significantly damage our business; our Sirius XM service may experience harmful interference from wireless operations; our Pandora ad-supported business has suffered a substantial and consistent loss of monthly active users, which may adversely affect our Pandora business; our failure to convince advertisers of the benefits of our Pandora ad-supported service could harm our business; if we are unable to maintain revenue growth from our advertising products, particularly in mobile advertising, our results of operations will be adversely affected; changes in mobile operating systems and browsers may hinder our ability to sell advertising and market our services; if we fail to accurately predict and play music, comedy or other content that our Pandora listeners enjoy, we may fail to retain existing and attract new listeners; privacy and data security laws and regulations may hinder our ability to market our services, sell advertising and impose legal liabilities; consumer protection laws and our failure to comply with them could damage our business; failure to comply with FCC requirements could damage our business; if we fail to protect the security of personal information about our customers, we could be subject to costly government enforcement actions and private litigation and our reputation could suffer; interruption or failure of our information technology and communications systems could impair the delivery of our service and harm our business; the market for music rights is changing and is subject to significant uncertainties; our Pandora services depend upon maintaining complex licenses with copyright owners, and these licenses contain onerous terms; the rates we must pay for "mechanical rights" to use musical works on our Pandora service have increased substantially and these new rates may adversely affect our business; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; failure to protect our intellectual property or actions by third parties to enforce their intellectual property rights could substantially harm our business and operating results; some of our services and technologies may use "open source" software, which may restrict how we use or distribute our services or require that we release the source code subject to those licenses; rapid technological and industry changes and new entrants could

adversely impact our services; we have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; we are a "controlled company" within the meaning of the NASDAQ listing rules and, as a result, qualify for, and rely on, exemptions from certain corporate governance requirements; while we currently pay a quarterly cash dividend to holders of our common stock, we may change our dividend policy at any time; and our principal stockholder has significant influence, including over actions requiring stockholder approval, and its interests may differ from the interests of other holders of our common stock; if we are unable to attract and retain qualified personnel, our business could be harmed; our facilities could be damaged by natural catastrophes or terrorist activities; the unfavorable outcome of pending or future litigation could have an adverse impact on our operations and financial condition; we may be exposed to liabilities that other entertainment service providers would not customarily be subject to; and our business and prospects depend on the strength of our brands. 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, 2020, 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.

Source: SiriusXM

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SOURCE Sirius XM Holdings Inc.