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SiriusXM with 360L Makes Its Debut in BMW Vehicles this Summer

SiriusXM's newest generation audio entertainment platform will be available in most of the luxury brand's 2021 models

NEW YORK, July 16, 2020 /PRNewswire/ -- SiriusXM and BMW announced today that SiriusXM with 360L – SiriusXM's newest and most advanced audio entertainment platform – will be available to BMW customers for the first time in most of the 2021 BMW model year vehicles starting with July production.



The SiriusXM with 360L platform will be making its BMW debut in model year 2021 BMWs, including the 2 Series, 3 Series, 4 Series, 5 Series, 8 Series, X1, X3, X4, X5, X6, X7 and Z4 models. The first BMW models equipped with SiriusXM with 360L are expected to be available later this summer.

SiriusXM with 360L combines satellite and streaming content delivery into a single, cohesive in-vehicle entertainment experience, upgrading the way the subscriber interacts with the service by providing more choice in entertainment than ever before. SiriusXM with 360L gives drivers and their passengers access to more than 10,000 hours of SiriusXM's recorded On Demand content whenever they want – including exclusive interviews, unique shows and live performances. It also delivers more live channels than ever from SiriusXM's acclaimed satellite and streaming lineup, which features an extensive selection of ad-free music, plus sports, entertainment, news and much more. SiriusXM with 360L's personalized "For You" recommendations and ability to search for related content also make it easier than ever for listeners to discover more of the programming they love.

BMW vehicles that feature SiriusXM with 360L will also be equipped to receive software updates that will allow BMW owners and lessees to receive the latest features from SiriusXM. One expected future software update will enable 360L's newest feature, Personalized Stations Powered by Pandora. With Personalized Stations Powered by Pandora, drivers can create their own ad-free music stations based on the artist they are listening to, then give songs a thumbs up or thumbs down within the SiriusXM service, or even skip songs, to create their own personal channel that plays more of what they want.

"For almost two decades, BMW drivers have been enjoying the unique entertainment content provided by SiriusXM. In-vehicle entertainment has always been important and today, our customers' expectations have grown to include the choice to listen to exactly what they want to listen to in that moment," said Ralph Mahler, Department Head, BMW Product

& Strategy. "Just as we were back in 2002, we are excited to be one of the first to offer the new SiriusXM with 360L service to our owners and drivers. Offering entertainment options is as critical to us as offering a choice of how you wish to interact with your vehicle to make driving your BMW an exciting experience every single day. This experience must always be premium however and this premium experience is what our partnership with SiriusXM brings to the enthusiastic BMW owners."

"BMW produces some of the finest vehicles in the world, and their reputation for delivering the ultimate driving experience is well-deserved. BMW's broad adoption of SiriusXM with 360L will give drivers a more rich, diverse and exclusive audio entertainment offering," said Chris Paganini, VP, Automotive Partnerships, for SiriusXM. "SiriusXM with 360L will be available in several of BMW's most popular 2021 models, meaning more drivers than ever can discover and enjoy exactly what they want, when they want, from SiriusXM's variety of premium content."

The benefits of SiriusXM with 360L include:

More variety

- More channels available to listeners, including many of SiriusXM's exclusive streaming channels.
- Access to over 10,000 hours of on-demand SiriusXM shows, interviews, and events in the car, giving listeners more of what they want, when they want to hear it.
- Enhanced sports play-by-play offering gives listeners access to the official broadcasts for more pro and college teams.

A more personalized experience

- "For You" content recommendations enable listeners to discover more of what they love, based on listening habits, served on screen for easy, one-touch access.
- Individual SiriusXM listener profiles allow multiple drivers and passengers to customize and maintain their own vehicle favorites.

Ease of use

- Dynamic user interface makes it easier to browse by genre and allows for easy navigation between satellite and streaming channels and SiriusXM On Demand content.
- "Related" recommendations feature allows listeners to easily discover other channels and On Demand shows/episodes related to the currently playing channel and content.
- The new Live Sports Category puts all the games in one place, making it easier to find your favorite team before or during the game, or check the score afterwards.
- Search function allows you to enter the artist name or channel you are looking for to find what you want to listen to.

BMW owners and lessees receive a 12-month subscription to SiriusXM's top tier All Access package with the purchase or lease of any SiriusXM-equipped BMW vehicle. Those customers buying or leasing the 2021 model year vehicles referenced above can drive off the lot and immediately enjoy all of the satellite and streaming features that SiriusXM with 360L offers.

SiriusXM All Access delivers SiriusXM's full lineup of varied programming, plus access to SiriusXM outside their vehicle on the SiriusXM app and on connected devices and speakers in their home. For more on all the programming that SiriusXM offers, and all the ways you can listen, go to www.SiriusXM.com.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; technology offices in Silicon Valley and Chicago, and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 348 BMW passenger car and BMW Sports Activity Vehicle centers, 144 BMW motorcycle retailers, 119 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in the U.S., 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 together reach more than 100 million people each month with their audio products. 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 and directly to consumers through aftermarket devices. 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 current coronavirus (COVID-19) pandemic is adversely impacting our business; our substantial competition that 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; our Pandora ad-supported business has suffered a loss of monthly active users, which may adversely affect our Pandora business; privacy and data security laws and regulations may hinder our ability to market our services, sell advertising and impose legal liabilities; we engage in extensive marketing efforts and the continued effectiveness of those efforts are an important part of our business; consumer protection laws and our failure to comply with them could damage our business; 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 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; 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; 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; we rely on third parties for the operation of our business, and the failure of third parties to perform could adversely affect our business; our business depends in part upon the auto industry; our Pandora business depends in part upon consumer electronics manufacturers; the market for music rights is changing and is subject to significant uncertainties; our ability to offer interactive features in our Pandora services depends upon maintaining licenses with copyright owners; 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; failure of our satellites would significantly damage our business; our Sirius XM service may experience harmful interference from wireless operations; failure to comply with FCC requirements could damage our business; economic conditions, including advertising budgets and discretionary spending, may adversely affect our business and operating results; if we are unable to attract and retain qualified personnel, our business could be harmed; we may not realize the benefits of acquisitions or other strategic investments and initiatives, including the acquisition of Pandora; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; we may from time to time modify our business plan, and these changes could adversely affect us and our financial condition; we have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; 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; 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; existing or future laws and regulations could harm our business; we may be exposed to liabilities that other entertainment service providers would not customarily be subject to; our business and prospects depend on the strength of our brands; 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

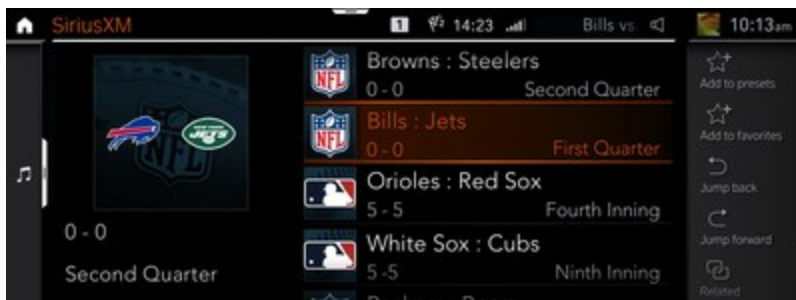
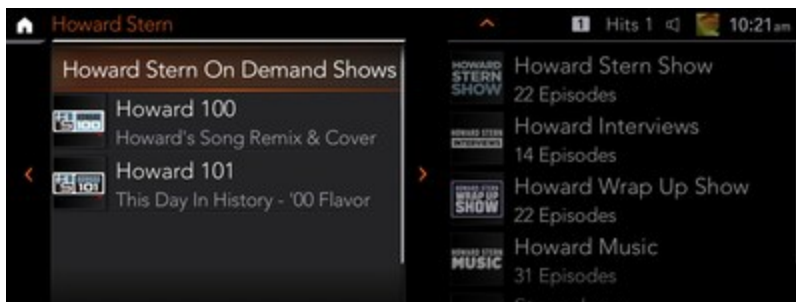
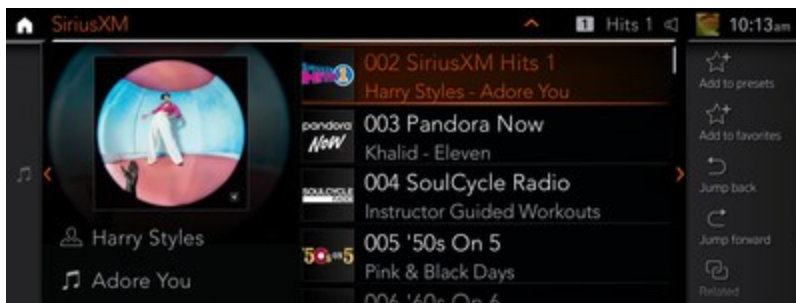
stock, we may change our dividend policy at any time; and our principal stockholder has significant influence, including over actions requiring stockholder approval, and its interests may differ from the interests of other holders of our common stock. Additional factors that could cause our results to 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, 2019 and Quarterly Report on Form 10-Q for the quarter ended March 31, 2020, which are 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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