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# General Motors Dealers to Offer 3-Month Subscription to SiriusXM on Pre-Owned Vehicles

## Every vehicle with factory-installed satellite radio sold by participating GM dealers comes with a subscription to SiriusXM

NEW YORK, June 20, 2011 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) today announced that customers will automatically receive a 3-month subscription to SiriusXM when they purchase a pre-owned vehicle factory installed with satellite radio, regardless of manufacturer, from over 1,000 participating GM dealerships across the United States.

(Logo: <https://photos.prnewswire.com/prnh/20101014/NY82093LOGO> )

For the first time, participating GM dealers will provide customers purchasing non-GM pre-owned vehicles a 3-month subscription to SiriusXM. Customers purchasing Sirius or XM satellite radio-equipped pre-owned vehicles will have access to commercial-free music, and premier sports, news, talk, comedy and a selection of premium programming.

"Providing our pre-owned vehicle customers the very best value and buying experience is something we strive for everyday," said Jason Brickl, CEO, Ballweg Family of Dealerships, and Co-Chair, General Motors National Dealer Council. "My dealerships have enrolled in the SiriusXM program and I encourage all GM dealers to sign up and take advantage of this opportunity to add value to their inventories and pass along this 3-month introductory subscription of satellite radio to their customers."

"For the first time ever, participating GM dealers are able to give their pre-owned vehicle customers a 3-month subscription to SiriusXM regardless of vehicle brand," said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing Division, SiriusXM. "GM dealers across the country are responding enthusiastically to this opportunity to give SiriusXM to their customers who won't need to sacrifice innovative technologies or entertainment when buying a pre-owned vehicle."

General Motors will continue to offer customers a 3-month subscription to SiriusXM with the purchase of new and Certified Pre-Owned Cadillac/Chevrolet/Buick/GMC vehicles that are factory equipped with SiriusXM.

For more information on SiriusXM, please visit [www.siriusxm.com](http://www.siriusxm.com).

### **About Sirius XM Radio**

[Sirius XM Radio](#) is America's satellite radio company. SiriusXM broadcasts more than [135 satellite radio channels](#) of [commercial-free music](#), and [premier sports, news, talk, entertainment, traffic, weather](#), and data services to 20.6 million subscribers. SiriusXM offers

an array of content from many of the biggest names in entertainment, as well as from professional sports leagues, major colleges, and national news and talk providers.

SiriusXM programming is available on more than 800 devices, including pre-installed and after-market radios in cars, trucks, boats and aircraft, [smartphones](#) and [mobile devices](#), and consumer electronics products for [homes](#) and [offices](#). SiriusXM programming is also available at [siriusxm.com](#), and on [Apple](#), [BlackBerry](#) and [Android](#)-powered mobile devices.

SiriusXM has arrangements with every major [automaker](#) and its radio products are available for sale at [shop.siriusxm.com](#) as well as retail locations nationwide.

*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," "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 may differ materially from the results anticipated in these forward-looking statements.*

*The following factors, among others, could cause actual results to differ materially from the anticipated results or other expectations expressed in the forward-looking statement: our competitive position versus other forms of audio and video entertainment; our ability to retain subscribers and maintain our average monthly revenue per subscriber; our dependence upon automakers and other third parties; our substantial indebtedness; and the useful life of our satellites, which, in most cases, are not insured. 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, 2010, 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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