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# **BMW Motorcycles to Offer SIRIUS as Standard Equipment on Model Year 2011 Radio Equipped Motorcycles**

WOODCLIFF LAKE, N.J. and NEW YORK, Dec. 22, 2010 /PRNewswire/ -- BMW Motorcycles and SIRIUS XM Radio (Nasdaq: SIRI) today announced that beginning with January 2011 production, BMW Motorcycles will offer SIRIUS as standard equipment on new radio-equipped Model Year 2011 R 1200 RT, K 1600 GT, and K 1600 GTL Touring Motorcycles.

(Logo: <https://photos.prnewswire.com/prnh/20101019/NY84997LOGO> )

BMW Motorcycle will include an introductory one-year subscription to the "SIRIUS Everything" package with the purchase of every new radio-equipped RT, GT and GTL Touring Motorcycles produced from January 2011.

"BMW Motorcycle owners expect exceptional performance and our customers seek out the best riding experiences," said Pieter de Waal, Vice President, BMW Motorcycles. "Audio entertainment is one of the pleasures of riding a Touring Motorcycle, and we are very excited to have SIRIUS become standard equipment on our new Touring Motorcycles, providing the perfect soundtrack for the perfect ride."

"BMW Motorcycle sets the standard for high performance and style, and now their customers are able to enjoy the premium audio entertainment experience of SIRIUS," said Steve Cook, Group Vice President and General Manager, Automotive Division, SIRIUS XM Radio. "We are thrilled to provide BMW Motorcycle customers with more than 135 channels of unique, fun, and memorable programming to experience the excitement of the open road."

The "SIRIUS Everything" package delivers more than 135 channels of premier sports, news, talk, entertainment and commercial-free music programming plus traffic and weather information.

All new Model Year 2011 R 1200 RT, K 1600 GT, and K 1600 GTL Touring Motorcycles will include a factory-equipped satellite radio and a one-year introductory subscription to the "SIRIUS Everything" package. After the introductory one-year subscription, the SIRIUS service will be subject to the standard rates.

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

## **About SIRIUS XM Radio**

SIRIUS XM is America's satellite radio company, broadcasting more than 135 channels of commercial-free music, and premier sports, news, talk, entertainment, traffic, weather, and data services to more than 20 million subscribers in cars, trucks, boats and aircraft, and

through a wide range of mobile devices.

SIRIUS XM offers an array of content from some of the biggest names in entertainment, as well as from professional sports leagues, major colleges, and national news and talk providers. SIRIUS XM programming is also available at [sirius.com](http://sirius.com) and [xmradio.com](http://xmradio.com), and on Apple iPhone and iPod touch, BlackBerry and Android-powered mobile devices using the SIRIUS XM Premium Online App.

SIRIUS XM has arrangements with every major automaker and its radio products are available at retail locations nationwide, as well as [shop.sirius.com](http://shop.sirius.com) and [shop.xmradio.com](http://shop.xmradio.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, the combined company's 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 SIRIUS XM's management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond the control of SIRIUS and XM. 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 dependence upon automakers and other third parties, the substantial indebtedness of SIRIUS and XM; the useful life of our satellites; and our competitive position versus other forms of audio and video entertainment. Additional factors that could cause SIRIUS' and XM's results to differ materially from those described in the forward-looking statements can be found in SIRIUS' Annual Report on Form 10-K for the year ended December 31, 2009 and its Quarterly Report on Form 10-Q for the period ending September 30, 2010 and XM's Annual Report on Form 10-K for the year ended December 31, 2009 and its Quarterly Report on Form 10-Q for the period ending September 30, 2010, 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 SIRIUS and XM disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication.*

### **About BMW Motorcycles**

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 the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country.

BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is

represented in the U.S. through networks of 338 BMW passenger car centers, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 100 MINI passenger car dealers, and 31 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.

Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: [www.press.bmwna.com](http://www.press.bmwna.com). Additional information, images and video may be found at [www.bmwusanews.com](http://www.bmwusanews.com). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).

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