

May 13, 2014



## SiriusXM Pre-Owned Program Now Integrated into DealerCenter Management Products

NEW YORK, May 13, 2014 /PRNewswire/ -- SiriusXM today announced that Nowcom will provide seamless integration of the SiriusXM Pre-Owned Program into its DealerCenter dealer management products. DealerCenter is Nowcom's all-in-one DMS software that helps dealers manage their customers and leads, sales, inventory, financing, websites and online marketing.



The 4,500 dealerships across the country that utilize DealerCenter can easily enroll in the SiriusXM Pre-Owned Program, identify vehicles in their pre-owned vehicle inventory that are equipped with factory-installed satellite radios, and demonstrate SiriusXM during test drives. Customers purchasing any pre-owned vehicle with a factory installed satellite radio from a participating dealership will receive a three-month SiriusXM subscription.

"DealerCenter's integration of the SiriusXM Pre-Owned Program offers dealers another way to easily give their customers more with their vehicle purchase and join more than 12,000 dealers already participating in the program," said Joe Verbrugge, Senior Vice President and General Manager, Auto Remarketing Division, SiriusXM. "Once enrolled, dealers can demonstrate SiriusXM's unparalleled entertainment offerings and give customers the added value they look for when buying a pre-owned vehicle."

"DealerCenter provides dealers with the best resources and technology in the marketplace to help generate sales and increase profits," said Rob Lekstrom, Chief Operating Officer, Nowcom. "We continually strive to innovate and improve DealerCenter with the goal of adding value for our dealers. Now with just a click of a button, dealers can participate in the SiriusXM Pre-Owned Program strengthening their ability to offer the latest audio entertainment features and amenities in high-quality vehicles at an incredible value."

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

For more information on the SiriusXM Pre-Owned Program, please visit [www.siriusxmdealerprograms.com](http://www.siriusxmdealerprograms.com) or email [siriusxmdealerprograms@siriusxm.com](mailto:siriusxmdealerprograms@siriusxm.com).

### **About SiriusXM**

[Sirius XM Holdings Inc.](http://www.siriusxm.com) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 25.8 million subscribers. SiriusXM creates and broadcasts commercial-

free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S. and from retailers nationwide as well as at [shop.siriusxm.com](http://shop.siriusxm.com). SiriusXM programming is available through the [SiriusXM Internet Radio](#) App for smartphones and other connected devices as well as online at [siriusxm.com](http://siriusxm.com). SiriusXM also provides premium traffic, weather, data and information services for subscribers in cars, trucks, RVs, boats and aircraft through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic®, NavWeather™, SiriusXM Aviation, SiriusXM Marine™, Sirius Marine Weather, XMWX Aviation™, and XMWX Marine™. SiriusXM holds a minority interest in [SiriusXM Canada](#) which has more than 2 million subscribers.

On social media, join the SiriusXM community on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

### **About Nowcom**

Nowcom®, founded in 1996 and headquartered in Los Angeles, is responsible for all custom IT solutions for the Hankey Group of Companies, which relies on its technology for its competitive edge. It is also a leading provider of dealership management solutions specifically catering to the independent dealer's needs. Its flagship product is its dealer management system, DealerCenter. For more information about Nowcom, visit: <http://www.Nowcom.com>. For more information about DealerCenter, visit: <http://www.DealerCenter.net>.

*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 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 statements: our competitive position versus other radio and audio entertainment providers; our ability to attract and retain subscribers, which is uncertain; our dependence upon the auto industry; general economic conditions; failure of our satellites, which, in most cases, are not insured; the interruption or failure of our information and communications systems; the security of the personal information about our customers; royalties we pay for music rights, which increase over time; the unfavorable outcome of pending or future litigation; our failure to realize benefits of acquisitions; rapid technological and industry change; failure of third parties to perform; changes in consumer protection laws and their enforcement; failure to comply with FCC requirements and other government regulations; and our indebtedness. 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, 2013, 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.*

## **O-SIRI**

### **Contact for SiriusXM:**

Sal Resendez  
646 313 2405  
[sal.resendez@siriusxm.com](mailto:sal.resendez@siriusxm.com)

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

SOURCE Sirius XM Holdings Inc.