

June 23, 2014



Lincoln Customers to Get Multiyear Subscription to SiriusXM Traffic and SiriusXM Travel Link Starting with 2015 Vehicles

Customers buying any Lincoln vehicle equipped with navigation will receive a six-year subscription to information and entertainment services delivered by SiriusXM via satellite, including traffic conditions, weather, fuel prices, sports scores and movie listings

NEW YORK, June 23, 2014 /PRNewswire/ -- SiriusXM and Lincoln Motor Company today announced that customers purchasing any Lincoln brand vehicle equipped with navigation will receive a six-year subscription to [SiriusXM Traffic](#) and [SiriusXM Travel Link](#), starting with 2015 vehicles.



"Lincoln has offered SiriusXM Traffic and SiriusXM Travel Link on vehicles since 2009, and we are proud of the confidence Lincoln has shown in satellite-delivered information and entertainment services," said Rodney Pickett, Senior Vice President, Automotive Partnerships, SiriusXM. "Alongside SiriusXM's unparalleled variety of audio entertainment, SiriusXM Traffic and SiriusXM Travel Link make an already extraordinary driving experience better than ever."

SiriusXM Traffic and SiriusXM Travel Link provide luxury vehicle customers with valuable driving and entertainment information delivered via satellite from SiriusXM.

"Lincoln customers value quick, easy and seamless access to information," said Andrew Frick, Lincoln Group Marketing Manager. "This collaboration is an excellent example of the intuitive, customer-focused technology Lincoln provides in every vehicle."

Lincoln customers will get access to SiriusXM Traffic and SiriusXM Travel Link, a suite of advanced services with features that include:

- Traffic speed: Color-coded roads on the vehicle's navigation screen show traffic speed in major metro areas
- Accidents, construction and road closures: Receive traffic alerts, including information on accidents, disabled vehicles, construction and road closures
- Alternate route guidance and mapping: In-vehicle navigation system and detailed traffic

data allow drivers to choose alternate routes and receive updated directions to avoid congested roads

- Fuel prices: Get detailed information on fuel prices and the ability to sort by lowest price, fuel type, distance or brand name
- National weather information: Receive coast-to-coast weather data including current conditions, five-day forecasts and weather maps
- Sports scores: Get in-game and final scores, as well as weekly game schedules, for world-class professional sports and college programs
- Movie listings: Access detailed local movie theater listings including start times and ratings

Customers purchasing any new Lincoln vehicle equipped with satellite radio also receive a six-month subscription to SiriusXM's All Access Package with access to SiriusXM's premium programming lineup. This includes every NFL game, Howard Stern, every NASCAR® race, Oprah Radio® and MLB Network Radio™, plus access to SiriusXM Internet Radio on smartphones and other connected devices as well as online at siriusxm.com.

For more information on SiriusXM, please visit www.siriusxm.com.

About The Lincoln Motor Company

The Lincoln Motor Company is the luxury automotive brand of Ford Motor Company, committed to creating compelling vehicles with an exceptional ownership experience to match. The Lincoln Motor Company is in the process of introducing four all-new vehicles through 2016. For more information about The Lincoln Motor Company, please visit media.lincoln.com or www.lincoln.com. Follow us on Facebook at facebook.com/lincoln.

About SiriusXM

[Sirius XM Holdings Inc.](http://SiriusXMHoldingsInc.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. SiriusXM programming is available through the [SiriusXM Internet Radio](#) App for smartphones and other connected devices as well as online at 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](#).

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.



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