

April 24, 2012



Hyundai Dealers to Offer Three-Month SiriusXM Subscription on Pre-Owned Vehicles with Factory-Installed Satellite Radios

NEW YORK, April 24, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) and Hyundai Motor America today announced that participating Hyundai dealers will give customers across the United States a three-month SiriusXM subscription when they purchase a pre-owned vehicle, regardless of manufacturer, equipped with satellite radio.

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

"Hyundai is dedicated to its dealers and customers and this is just one more way for us to go one step beyond by offering customers not only an attractive selection of Certified Hyundai, pre-owned Hyundai and non-Hyundai vehicles, but to include a three-month subscription for SiriusXM," said Jose Froehlich, Manager, Hyundai Certified Pre-Owned, Hyundai Motor America.

"We are proud that Hyundai dealers want to demonstrate SiriusXM for their pre-owned vehicle customers," said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing and Retail Sales, SiriusXM. "By including a three-month SiriusXM subscription, customers buying any pre-owned vehicle from Hyundai can be assured that when they start up their vehicles they are getting best-in-class technology and can enjoy our unparalleled audio entertainment lineup."

Customers purchasing pre-owned vehicles with satellite radio from participating Hyundai dealerships will get automatic access to commercial-free music, and premier sports, news, talk, entertainment plus traffic and weather information delivered by SiriusXM.

Hyundai will continue to offer customers a three-month SiriusXM subscription with the purchase of new and Certified Pre-Owned vehicles that are factory equipped with satellite radio.

Hyundai dealers interested in enrolling in this program can enroll online at www.siriusxmpreownedtrial.com.

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

Hyundai Motor America

Hyundai Motor America, headquartered in Costa Mesa, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance

program, which includes the 5-year/60,000-mile fully transferable new vehicle warranty, Hyundai's 10-year/100,000-mile powertrain warranty, and five years of complimentary Roadside Assistance.

For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com

Journalists are invited to visit our news media web site: www.hyundainews.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 over 21 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," "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 forms of audio entertainment; our dependence upon automakers; general economic conditions; failure of our satellites, which, in most cases, are not insured; our ability to attract and retain subscribers at a profitable level; royalties we pay for music rights; the unfavorable outcome of pending or future litigation; failure of third parties to perform; and our substantial 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, 2011, 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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