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# Audi Customers to Get 4-Year SiriusXM Traffic Subscription Beginning with Select Model Year 2013 Vehicles

NEW YORK, May 21, 2012 /PRNewswire/ -- Sirius XM Radio (NASDAQ: SIRI) and Audi of America today announced customers who purchase 2013 model year vehicles equipped with MMI Navigation Plus or MMI Navigation Plus with MMI Touch will receive a 4-year subscription to SiriusXM Traffic, giving drivers access to traffic speed and flow information along with accident information to assist in routing around congested areas.

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

"SiriusXM programming continues to enhance the Audi driving experience and now Audi drivers will find our innovative data services useful on the road every day," said Larry Pesce, Group Vice President and General Manager, Infotainment and Advanced Audio Services, SiriusXM.

"Owning an Audi has always meant more than just driving, and our discerning customers demand the most technologically advanced vehicles available," Johan de Nysschen, President, Audi of America. "We continually strive to innovate and give our customers the best in-vehicle experience, and we are excited to give our customers the opportunity to experience premium entertainment and data services such as SiriusXM satellite radio and SiriusXM Traffic."

Audi of America will continue to give customers purchasing new Audi vehicles equipped with satellite radio a 3-month subscription to SiriusXM's commercial-free music, plus premier sports, live news, talk and comedy.

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

## **About Sirius XM Radio**

[Sirius XM Radio Inc.](http://www.siriusxm.com) is the world's largest radio broadcaster measured by revenue and has more than 22 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; news and comedy; exclusive 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., from retailers nationwide, and online at [siriusxm.com](http://www.siriusxm.com). SiriusXM programming is also available through the [SiriusXM Internet Radio](#) App for [Android](#), [Apple](#), and [BlackBerry](#) smartphones and other connected devices. SiriusXM also holds a minority interest in [SiriusXM Canada](#) which has more than 2 million subscribers.

## **About Audi**

Audi of America, Inc. and its U.S. dealers offer a full line of German-engineered luxury

vehicles. AUDI AG is among the most successful luxury automotive brands globally. Audi was a top-performing luxury brand in Europe during 2011, and broke all-time company sales records in the U.S. Through 2016, AUDI AG will invest about \$17 billion on new products and technologies. Visit [www.audiusa.com](http://www.audiusa.com) or [www.audiusanews.com](http://www.audiusanews.com) for more information regarding Audi vehicle and business issues.

*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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