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# **SiriusXM Surpasses 15,000 Dealers Enrolled in the SiriusXM Pre-Owned Program**

SAN FRANCISCO, Jan. 23, 2015 /PRNewswire/ -- SiriusXM today announced at the annual National Automobile Dealers Association Convention and Expo in San Francisco that it has surpassed 15,000 auto dealers enrolled in the SiriusXM Pre-Owned Program.



"The SiriusXM Pre-Owned Program launched in the summer of 2011, giving auto dealers the opportunity to provide subscriptions to all of their customers purchasing satellite equipped vehicles. Major OEMs have supported the program with their franchise dealerships, and many of the nation's top auto dealer groups have followed with 100% of their locations participating in the program," said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing and Retail Sales, SiriusXM. "We are thrilled that there are now more than 15,000 dealers that have taken advantage of this no-cost program, giving their customers access to SiriusXM's unparalleled lineup of commercial-free music, plus premier sports, comedy, news, exclusive talk and entertainment."

Customers purchasing any pre-owned vehicle with a factory-installed satellite radio from a dealer enrolled in the SiriusXM Pre-Owned Program will receive a three-month subscription to SiriusXM's "All Access" package. The SiriusXM "All Access" package includes Howard Stern, every NFL, MLB®, and NBA game, every NASCAR® race, plus NHL® games and PGA TOUR® coverage, as well as access outside the vehicle to SiriusXM Internet Radio on smartphones and other connected devices and online at [siriusxm.com](http://siriusxm.com).

In addition, the SiriusXM Service Lane program has surpassed 6,000 dealers enrolled since the program launched in 2013. Dealers enrolled in Service Lane can provide a 2-month subscription to SiriusXM's Select package to qualifying customers who have their satellite radio-equipped vehicles serviced.

SiriusXM also has arrangements with every major automaker to provide a 3-month SiriusXM subscription to customers buying Certified Pre-Owned vehicles from dealerships participating in those programs.

For more information on the SiriusXM Pre-Owned Program and Service Lane, or to join at no-cost, NADA attendees are invited to stop by booth #4265N or visit [www.siriusxmdealerprograms.com](http://www.siriusxmdealerprograms.com).

**About SiriusXM**

[Sirius XM Holdings Inc.](#) (NASDAQ: SIRI) is the world's largest radio broadcaster measured by revenue and has 27.3 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. SiriusXM is also a leading provider of connected vehicles services to major automotive manufacturers, giving customers access to a suite of safety, security, and convenience services including automatic crash notification, stolen vehicle recovery assistance, enhanced roadside assistance and turn-by-turn navigation.

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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