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SiriusXM with 360L Experience Available in All-New Cadillac XT6

New luxury SUV is the first General Motors vehicle to offer SiriusXM's groundbreaking next generation platform

SiriusXM with 360L revolutionizes the SiriusXM in-car audio entertainment experience by combining satellite and streaming delivery to give listeners 200+ channels, on-demand audio, better personalization and intuitive recommendations

NEW YORK, July 11, 2019 /PRNewswire/ -- SiriusXM with 360L – SiriusXM's groundbreaking new in-car audio entertainment platform – will be available in the all-new 2020 Cadillac XT6, available to consumers this summer.



SiriusXM with 360L in the Cadillac XT6 delivers both a satellite and streaming listening experience for drivers and passengers and offers more than 200 live SiriusXM channels plus the ability to make on-demand programming choices from thousands of hours of varied SiriusXM content - including exclusive interviews, unique shows and live performances. SiriusXM with 360L provides more choice in entertainment to drivers and their passengers than ever before and enables them to enjoy a more personalized "lean back" experience as SiriusXM serves content recommendations based on their listening preferences.

These features give drivers and their passengers more control over what they listen to and when and improves the listener's ability to discover more great content across SiriusXM. For the full SiriusXM with 360L experience, you need the SiriusXM All Access package and a GM connected vehicle services plan.

"The first-ever Cadillac XT6 puts intuitive controls and seamless technology at the fingertips of our drivers and their passengers, making it easier to get the most out of every journey,"

said Deborah Wahl, Cadillac chief marketing officer. "SiriusXM and their 360L platform gives our customers more choice when it comes to in-vehicle entertainment."

"Cadillac customers are among SiriusXM's most dedicated subscribers and we are thrilled to bring them our game-changing SiriusXM with 360L platform in the all new, innovative, Cadillac XT6," said Steve Cook, EVP, sales and automotive, for SiriusXM. "SiriusXM with 360L transforms the way we listen to audio in the car by marrying our satellite network to embedded connectivity in vehicles. This allows for significantly more channels and choices than ever before while also making it easier than ever for our subscribers to find and listen to what they want to hear. This truly changes the way people will expect to be entertained in the car. Cadillac owners are going to love it and we're excited to continue to roll out SiriusXM with 360L in other GM vehicles."

The benefits of SiriusXM with 360L include:

More variety

- More channels (now 200+) available to listeners via Cadillac's HD 8-inch-diagonal color touchscreen, including many of SiriusXM's exclusive streaming channels.
- Access to thousands of hours of recorded on-demand SiriusXM exclusive shows, interviews, and events in the vehicle, giving the listener more of what they want, when they want to hear it.
- Enhanced sports play-by-play offering that makes it easier to find the listener's favorite team when it is game time, and gives them access to the official broadcasts for more pro and college teams.

A more personalized experience

- Smart content recommendations enable listeners to discover more of what they love, based on listening habits, and it is all served up on screen in an easy to use way.
- Individual listener profiles allow multiple drivers and passengers to customize and maintain their own presets and favorites.

Ease of use

- Dynamic user interface allows for easy navigation between channels, shows, and both live and recorded content.
- Drivers and passengers sit back and let "For You" recommendations serve up great content choices.

Cadillac XT6 owners will receive a three-month subscription to SiriusXM All Access with the purchase of equipped 2020 model vehicles.

SiriusXM All Access delivers a comprehensive bundle of entertainment, sports and news programming. It includes Howard Stern's two exclusive channels, commercial-free music from many genres, plus every NFL, MLB®, and NBA game, every NASCAR® race, NHL® games, PGA TOUR® coverage, college sports, some of the biggest names and brands in entertainment, news and comedy, and more. SiriusXM All Access subscribers also get streaming access to SiriusXM, enabling them to connect to their favorite channels online, on-the-go with the SiriusXM mobile app, and at home on a wide variety of connected

devices.

If a consumer decides to continue service after his or her initial SiriusXM subscription, the selected subscription plan will automatically renew thereafter, at then-current rates. Fees and taxes apply. Consumers should see our [Customer Agreement](#) for complete terms and how to cancel, which includes calling SiriusXM at 1-866-635-2349. All fees and programming subject to change. Some features, including streaming content and listening recommendations, require GM connected vehicle services. GM connected vehicle services vary by vehicle model and require active service plan, working electrical system, cell reception and GPS signal. See onstar.com for details and limitations.

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About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest audio entertainment company, and the premier programmer and platform for subscription- and advertising-supported audio products. With the recent addition of Pandora, the largest streaming music provider in the U.S., SiriusXM reaches more than 100 million people with its audio products. For more about the new SiriusXM, please go to: SiriusXM.com.

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 and the timing of events may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our substantial competition, which is likely to increase over time; our ability to attract or increase the number of subscribers, which is uncertain; our ability to profitably attract and retain more price-sensitive consumers; failure to protect the security of personal information about our customers; interference to our service from wireless operations; a decline in the effectiveness of our extensive marketing efforts; consumer protection laws and their enforcement; our failure to realize benefits of acquisitions or other strategic initiatives, including the acquisition of Pandora Media, Inc.; unfavorable outcomes of pending or future litigation; the market for music rights, which is changing and subject to uncertainties; our dependence upon the auto industry; general economic conditions; existing or future government laws and regulations could harm our business; failure of our satellites would significantly damage our business; the interruption or failure of our information technology and communications systems; rapid technological and industry changes; failure of third parties to perform; our failure to comply with FCC requirements; modifications to our business plan; our indebtedness; damage to our studios, networks or other facilities as a result of terrorism or natural catastrophes; our principal stockholder has significant influence

over our affairs and over actions requiring stockholder approval and its interests may differ from interests of other holders of our common stock; impairment of our business by third-party intellectual property rights; and changes to our dividend policies which could occur at any time. 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, 2018, 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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