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# Maserati Makes Next Generation SiriusXM with 360L a Standard Feature Across Entire Model Year 2021 Lineup

**Maserati becomes first manufacturer to feature SiriusXM's most advanced audio entertainment platform standard in every vehicle**

**SiriusXM with 360L combines satellite and streaming content delivery to provide more channels, on-demand audio and better personalization**

NEW YORK, Dec. 9, 2020 /PRNewswire/ --[SiriusXM](#) and [Maserati](#) today announced that Maserati has made SiriusXM with 360L – SiriusXM's newest and most advanced audio entertainment platform – a standard feature across its entire model year 2021 vehicle lineup in the United States.



Maserati becomes the first manufacturer to make SiriusXM with 360L a standard feature in its vehicles, meaning every model year 2021 Ghibli, Levante and Quattroporte will be equipped with SiriusXM with 360L. Model year 2021 Maserati's featuring SiriusXM with 360L are now available at Maserati dealers across the United States.

SiriusXM with 360L combines satellite and streaming content delivery into a single, cohesive in-vehicle entertainment experience, upgrading the way the subscriber interacts with the service by providing more choice in entertainment than ever before. SiriusXM with 360L gives drivers and their passenger's access to more than 10,000 hours of SiriusXM's recorded On Demand content whenever they want – including exclusive interviews, unique shows and live performances. It also delivers more live channels than ever from SiriusXM's acclaimed satellite and streaming lineup, which features an extensive selection of ad-free music, plus sports, entertainment, news and much more. SiriusXM with 360L's personalized

"For You" recommendations and ability to quickly access related content also make it easier than ever for listeners to discover more of the programming they love.

Maserati's SiriusXM with 360L experience also features Personalized Stations Powered by Pandora. With Personalized Stations Powered by Pandora, drivers can create their own ad-free music stations based on the artist they are listening to, then give songs a thumbs up or thumbs down within the SiriusXM service, or even skip songs, to create their own personal channels that play more of what they want.

Maserati owners and lessees in the United States receive a 12-month trial subscription to SiriusXM's top-tier All Access package with their purchase or lease and can drive off the lot and immediately enjoy all of the satellite and streaming features that SiriusXM with 360L offers.

"Maserati customers are always looking for top performance and the best listening experience," said Andy Love, Director brand and sales, Maserati North America. "The addition of SiriusXM with 360L to our 2021 model year vehicles allows our drivers to have thousands of listening options for every interest."

"Maserati's lineup of high performance luxury vehicles offer drivers a truly extraordinary in-vehicle experience," said Chris Paganini, VP, Automotive Partnerships, for SiriusXM. "We are thrilled to have them embrace our innovative SiriusXM with 360L platform and make it a standard feature across their sensational model year 2021 lineup. Maserati drivers will enjoy 360L's revolutionary hybrid content delivery system that delivers even more of SiriusXM's premium content, plus smart discovery recommendations and a more personalized audio entertainment experience."

The benefits of SiriusXM with 360L include:

### **More variety**

- More channels available to listeners, including many of SiriusXM's exclusive streaming channels.
- Access to over 10,000 hours of on demand SiriusXM exclusive shows, interviews, and events in the car, giving listeners 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**

- "For You" content recommendations enable listeners to discover more of what they love, based on listening habits, served on screen in an easy to use way.
- Personalized Stations Powered by Pandora enable drivers to create their own personal channels that play more of what they want.
- Individual SiriusXM listener profiles allow multiple drivers and passengers to customize and maintain their own SiriusXM favorites.

### **Ease of use**

- Dynamic user interface allows for seamless navigation between satellite and streaming

channels and SiriusXM On Demand content.

- "Related" recommendations feature allows listeners to easily discover other channels and on demand shows/episodes related to the currently playing programming.
- Drivers and passengers can use their voice to search SiriusXM's extensive library of content.
- Vehicle owners can subscribe to SiriusXM, manage their account, or contact SiriusXM directly from the touch screen on the dash when their vehicle is parked.
- SiriusXM with 360L in Maserati vehicles can receive over-the-air updates so users can get new SiriusXM features easily, without needing to make a trip to the dealership.

SiriusXM All Access delivers SiriusXM's full lineup of varied programming, plus access to SiriusXM outside the vehicle on the SiriusXM app and on compatible connected devices and speakers in the home. For more on all the programming that SiriusXM offers, and all the ways you can listen, go to [www.SiriusXM.com](http://www.SiriusXM.com).

### **About Maserati**

Maserati produces a complete range of unique cars with an amazing personality, immediately recognizable anywhere. With their style, technology and innately exclusive character, they delight the most discerning, demanding tastes and have always been a global automotive industry benchmark. A tradition of successful cars, each of them redefining what makes an Italian sports car in terms of design, performance, comfort, elegance and safety, currently available on more than seventy markets internationally. Ambassadors of this heritage are the Quattroporte flagship, the Ghibli sports sedan, now also available in hybrid version, the Trident Brand's first electrified car, and the Levante, the first made by Maserati SUV, all models denoted by use of the choicest materials and technical solutions of superlative excellence. A complete range, including V6 and V8 petrol, 4 cylinder hybrid and V6 diesel engines, with rear-wheel and four-wheel drive. The range's prestige was recently even further enhanced by the introduction of the new Trofeo Collection, comprising Ghibli, Quattroporte and Levante, equipped with the powerful 580 hp V8 engine. The top-of-the-range is the new MC20 supercar, powered by the ground-breaking Nettuno V6 engine, incorporating F1-derived technologies now made available in the power unit of a standard production car for the first time. Today, the Maserati range is produced at three plants: Ghibli and Quattroporte are built at Grugliasco (Turin) at the Avvocato Giovanni Agnelli Plant (AGAP), and Levante at the Mirafiori Plant in Turin. The new MC20 supercar is produced in Modena, at the historic Viale Ciro Menotti plant. For further information: [www.maseratiusa.com/us/en](http://www.maseratiusa.com/us/en)

### **About SiriusXM**

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in the U.S., and the premier programmer and platform for subscription and digital advertising-supported audio products. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM and Pandora's properties reach more than 150 million listeners, the largest addressable audience in the U.S., across all categories of digital audio – music, sports, talk, and podcasts. SiriusXM's acquisitions of Stitcher and Simplecast, alongside industry-leading ad tech company AdsWizz, make it a leader in podcast hosting, production, distribution, analytics and monetization. SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers. For more about SiriusXM, please go to: [www.siriusxm.com](http://www.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: the current coronavirus (COVID-19) pandemic is adversely impacting our business; our substantial competition that is likely to increase over time; our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, which may not be successful, and may adversely affect our business; our Pandora ad-supported business has suffered a loss of monthly active users, which may adversely affect our Pandora business; privacy and data security laws and regulations may hinder our ability to market our services, sell advertising and impose legal liabilities; we engage in extensive marketing efforts and the continued effectiveness of those efforts are an important part of our business; consumer protection laws and our failure to comply with them could damage our business; a substantial number of our Sirius XM subscribers periodically cancel their subscriptions and we cannot predict how successful we will be at retaining customers; our ability to profitably attract and retain subscribers to our Sirius XM service as our marketing efforts reach more price-sensitive consumers is uncertain; our failure to convince advertisers of the benefits of our Pandora ad-supported service could harm our business; if we are unable to maintain revenue growth from our advertising products, particularly in mobile advertising, our results of operations will be adversely affected; if we fail to accurately predict and play music, comedy or other content that our Pandora listeners enjoy, we may fail to retain existing and attract new listeners; if we fail to protect the security of personal information about our customers, we could be subject to costly government enforcement actions and private litigation and our reputation could suffer; interruption or failure of our information technology and communications systems could impair the delivery of our service and harm our business; we rely on third parties for the operation of our business, and the failure of third parties to perform could adversely affect our business; our business depends in part upon the auto industry; our Pandora business depends in part upon consumer electronics manufacturers; the market for music rights is changing and is subject to significant uncertainties; our ability to offer interactive features in our Pandora services depends upon maintaining licenses with copyright owners; the rates we must pay for "mechanical rights" to use musical works on our Pandora service have increased substantially and these new rates may adversely affect our business; failure of our satellites would significantly damage our business; our Sirius XM service may experience harmful interference from wireless operations; failure to comply with FCC requirements could damage our business; economic conditions, including advertising budgets and discretionary spending, may adversely affect our business and operating results; if we are unable to attract and retain qualified personnel, our business could be harmed; we may not realize the benefits of acquisitions or other strategic investments and initiatives, including the*

acquisition of Pandora; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; we may from time to time modify our business plan, and these changes could adversely affect us and our financial condition; we have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; our facilities could be damaged by natural catastrophes or terrorist activities; the unfavorable outcome of pending or future litigation could have an adverse impact on our operations and financial condition; failure to protect our intellectual property or actions by third parties to enforce their intellectual property rights could substantially harm our business and operating results; some of our services and technologies may use "open source" software, which may restrict how we use or distribute our services or require that we release the source code subject to those licenses; rapid technological and industry changes and new entrants could adversely impact our services; existing or future laws and regulations could harm our business; we may be exposed to liabilities that other entertainment service providers would not customarily be subject to; our business and prospects depend on the strength of our brands; we are a "controlled company" within the meaning of the NASDAQ listing rules and, as a result, qualify for, and rely on, exemptions from certain corporate governance requirements; while we currently pay a quarterly cash dividend to holders of our common stock, we may change our dividend policy at any time; and our principal stockholder has significant influence, including over actions requiring stockholder approval, and its interests may differ from the interests of other holders of our common stock. 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, 2019 and Quarterly Report on Form 10-Q for the quarter ended March 30, 2020, which are 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.

**Source: SiriusXM**

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View original content to download multimedia <http://www.prnewswire.com/news-releases/maserati-makes-next-generation-siriusxm-with-360l-a-standard-feature-across-entire-model-year-2021-lineup-301189603.html>

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