



For Immediate Release

Press Contact: John Zamparelli

(609) 512-9127

john.zamparelli@siriusxm.com

SiriusXM® Drives Business to Mobile Electronics Specialists by Reimbursing Customers for Labor

Latest campaign gives customers \$70 back to offset custom installation of Commander Touch

NEW YORK – August 29, 2017 (MEDIAWIRE) – SiriusXM® kicked off its latest Incentive Reward Program August 15 to support the Commander Touch, whose smart-looking, rich-color touch screen is ideal for custom installation in an unused pocket or dash cavity. But the average customer balks at the cost of custom labor, and this barrier to sales is one that SiriusXM wants to remove for the installing retailer. Throughout the campaign period, customers who opt for installation and activation, and maintain service for 60 days, will receive a \$70 rebate on a prepaid Visa card to offset the installation cost.

“Because of the unique size of the Commander Touch interface, every installation will offer the opportunity for installers to show creativity, whether it’s modifying a mounting location or fabricating the dash to make the controller look like it came with the vehicle,” said Paul Trueman, director of retail sales for SiriusXM. “The \$70 rebate helps customers overcome the labor cost objection, so they can experience a premium installation along with premium content.”

SiriusXM is promoting the rebate program through several advertising channels to drive customers into retail installation centers. **And once the customers are there, sales professionals are incentivized to sell the Commander Touch and earn 25 points for each verified sale and activation. The points convert to dollars that are loaded onto a prepaid Visa card.**

With the \$70 rebate, customers also receive three months of free programming when they select the “Never Miss a Beat” package, which gives them over 200 channels that they can listen to in the vehicle, or streaming through the SiriusXM app.

Customers can apply for the rebate by providing their installation details at sxmrebates.com, or filling out a mail-in form. Details are available for download at <http://bit.ly/sxmgetback70>. Retailers can find information on the Incentive Reward Program at <http://bit.ly/sxmipr17>.

The rebate is part of the company’s effort to strengthen its relationship with the specialist retail community, which was the launch point of satellite radio. As part of the campaign, SiriusXM will encourage installation professionals to submit pictures of creative Commander Touch installs, and select installers will receive a gift or a month of free service.

“SiriusXM has a wide customer base, but we know where our roots are,” said Trueman. “We have a team of service professionals who are dedicated solely in support of aftermarket retailers. We want to see installers and fabricators doing creative things with the Commander Touch and wowing their customers in the process.”

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest radio company measured by revenue and has approximately 32 million subscribers. SiriusXM creates and offers commercial-free music; premier sports

talk and live events; comedy; news; exclusive talk and entertainment; and a wide range of Latin music, sports and talk programming. SiriusXM is available in vehicles from every major car company and on smartphones and other connected devices as well as online at siriusxm.com. SiriusXM radios and accessories are available from retailers nationwide and online at SiriusXM. SiriusXM also provides premium traffic, weather, data and information services for subscribers through SiriusXM Traffic™, SiriusXM Travel Link, NavTraffic® and NavWeather™. SiriusXM delivers weather, data and information services to aircraft and boats through SiriusXM Aviation™ and SiriusXM Marine™. In addition, SiriusXM Music for Business provides commercial-free music to a variety of businesses. SiriusXM holds a minority interest in SiriusXM Canada, which has approximately 2.8 million subscribers. SiriusXM is also a leading provider of connected vehicle services, 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.

[Image: SiriusXM Customized Commander Touch Installation](#)

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