



SiriusXM and Alpha Warranty Services have teamed up.

Alpha Warranty Services' Partner Auto Dealerships will now include a 3-month SiriusXM Trial Subscription as a Value-Add for its New and Existing Contract Holders.

Give your customers the best SiriusXM ever.

SiriusXM All Access is the most extensive offering with over 150 premium ad-free music channels, plus comedy, Howard Stern, talk, news, live sports and more, in their car, on their phone, online and at home.



Personalized Stations Powered by Pandora lets you create customized, ad-free music stations online and on the app



Exclusive programming including Howard Stern, NFL, MLB® and more



SiriusXM video gives you a backstage pass to your favorite shows, including Howard Stern, online and on the app



100+ ad-free Xtra channels of music made for every mood, occasion or activity, available online and on the app



One-of-a-kind shows, concerts, hosts, themes and more



Thousands of hours of shows and performances On Demand, online and on the app


SiriusXM + Alpha Warranty

How it works:

- Auto dealerships that provide ALPHA WARRANTY SERVICES' vehicle service contracts can automatically start offering customers a 3-month SiriusXM All Access subscription.
- Once SiriusXM receives the customer record and verifies eligibility, they will start your customer's 3-month All Access trial subscription in approximately 24-hours.
- Customers already on an active subscription or who received a trial subscription with their vehicle purchase are not eligible.

For more information on SiriusXM programming and all the ways subscribers can listen, have customers visit siriusxm.com/alphatrial

Together we help you enjoy the journey.

- **Provide a SiriusXM brochure**, which includes a channel lineup and radio activation instructions.
- **Inform the customer** that if they're eligible, SiriusXM will start sending signals to their radio in approximately 24 hours after a vehicle service contract is completed.
- **Customers can also activate their radio** by requesting a satellite "refresh" of their radio online at siriusxm.com/refresh. They should have their VIN or SiriusXM Radio ID available.
- **For help locating a SiriusXM Radio ID**, your customer can visit: siriusxm.com/activationhelp.
-  **Remind your customer to set up their online access** at siriusxm.com/yourtrial and to download the SiriusXM App from the App Store or Google Play.

Here are some recommended channel presets to help them get started:

MUSIC
AD-FREE



TALK
THE BIGGEST AND BRIGHTEST PERSONALITIES



COMEDY
LAUGH OUT LOUD



NEWS
WORLD-CLASS NEWS, WHEN YOU NEED IT



SPORTS
LIVE GAMES FROM EVERY MAJOR SPORT

