

SiriusXM Canada to Offer Introductory Subscription to Pre-owned Vehicle Buyers in Quebec

July 03, 2014 09:00 AM

Association des marchands de véhicules d'occasion du Québec (AMVOQ) to launch certified pre-owned program targeted to top-tier dealers in Quebec

TORONTO, July 3, 2014 /CNW/ - **SiriusXM Canada (TSX:XSR)**, the country's leading audio entertainment company, today announced that Quebec residents who purchase a pre-owned vehicle equipped with a factory installed satellite radio from an independent or franchise car dealer will now receive an introductory SiriusXM subscription.

As part of a certified pre-owned program launched in partnership with the Association des marchands de véhicules d'occasion du Québec (AMVOQ), SiriusXM will offer trial access to 120 channels of commercial-free music programming, premier sports, news, talk and entertainment to dealer customers.

"We are very excited to be able to offer the SiriusXM content experience to customers purchasing a pre-owned vehicle in Quebec," said Mark Redmond, President and Chief Executive Officer, SiriusXM Canada Inc. "Working with AMVOQ and dealers throughout the province to be able to offer pre-owned car buyers the same access to our service as new car buyers provides additional value to the vehicle and now, with this program, customers will be able to enjoy the best in commercial-free and exclusive entertainment in their vehicle as soon as they leave the lot."

"The recent announcement of the new AMVOQ Certified Pre-Owned vehicles is the culmination of several months of hard work by our team and also our partners," said Steeve De Marchi, Executive Director, AMVOQ. "We are particularly proud of the collaboration between AMVOQ and SiriusXM in this groundbreaking venture. The addition of SiriusXM to our very select list of partners will contribute to increase the value of our program and the services provided by our dealers to their customers."

In addition to the SiriusXM trial experience, AMVOQ, the Quebec industry association of independent, pre-owned automobile dealers which supports over 900 members, will also include extended warranty and rigid reconditioning standards for certified pre-owned vehicle buyers in Quebec.

For more information about SiriusXM Canada, please visit www.siriusxm.ca.

About SiriusXM Canada

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with approximately 2.4 million subscribers, is the country's leading audio entertainment company and broadcasts more than 120 satellite radio channels featuring premier sports, news, talk, entertainment and commercial-free music. SiriusXM Canada offers an array of content from the most recognized news, entertainment and major sports brands including the NHL, NFL, NBA, NASCAR, CNN, CBC, FOX, BBC, Howard Stern, Oprah, Disney, Comedy Central and more.

SiriusXM programming is available on a variety of devices including pre-installed and after-market radios in cars, trucks and boats, smartphones and mobile devices, and consumer electronics products for homes and offices. SiriusXM programming is also available online at www.siriusxm.ca and on Apple and Android-powered mobile devices.

SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 3,000 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at www.siriusxm.ca.

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