

OpenRoad Auto Group joins SiriusXM Canada's pre-owned vehicle program

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Vancouver-based dealer group now offering complimentary three-month SiriusXM subscriptions with all pre-owned vehicle purchases equipped with satellite radio.

TORONTO, June 4, 2015 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, today announced that OpenRoad Auto Group has joined its pre-owned vehicle program. The program helps participating dealerships better market their inventory by offering a complimentary three-month SiriusXM subscription with any purchase of a pre-owned vehicle equipped with a satellite radio.

"Partnering with OpenRoad is another step in the progress we are making with the pre-owned vehicle market," said James Byun, Vice President, OEM, SiriusXM Canada. "Everyone can benefit through our pre-owned program. Dealerships can offer additional customer value, the overall in-vehicle experience is enhanced and SiriusXM is able to deliver our leading content to more Canadians. We are excited to be working with OpenRoad and partner our unmatched entertainment with OpenRoad's exceptional service to deliver a wonderful overall customer experience."

With 15 locations across British Columbia, OpenRoad Auto Group has become one of the largest and fastest growing automotive retail groups in Canada since it began operations in 2000.

"At OpenRoad, we strive to take our customer experience to the next level, whether they're purchasing or servicing their vehicle, or enjoying the benefits of the Club OpenRoad loyalty program," said Mark Lin, Vice-President OpenRoad Auto Group. "Partnering with SiriusXM Canada for this exciting program demonstrates our ongoing commitment to offering a superior customer experience. We can now provide our pre-owned vehicle customers with an enhanced in-car entertainment experience that they are sure to enjoy."

SiriusXM Canada's pre-owned vehicle program enables the company to better target Canada's large pre-owned vehicle market. The company estimates that by the end of fiscal 2015, there will be more than seven million satellite radio equipped vehicles, including both new and pre-owned, across Canada.

Automotive dealers interested in participating in SiriusXM's pre-owned vehicle program can obtain additional information at: www.siriusxmpreowned.ca.

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

For more information about OpenRoad Auto Group, please visit www.openroadautogroup.com.

About SiriusXM Canada

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with nearly 2.6 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, 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 2,500 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at www.siriusxm.ca.

SiriusXM Canada has been designated one of Canada's 50 Best Managed Companies six years in a row and 2013 and 2014 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

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About OpenRoad Auto Group

In 2000, OpenRoad Auto Group formed to offer car buyers and owners an experiential automotive retail service. With sales and service in multiple languages, OpenRoad Auto Group encourages a car buying experience based on openness, participation and expertise. One of Canada's 50 Best Managed Companies, CADA Laureate and the recipient of multiple Canadian Best Employer Awards, the OpenRoad team of over 800 associates represents 12 import brands at 15 dealership locations across B.C., Canada. Visit www.openroadautogroup.com.

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