

NASCAR and SiriusXM extend broadcasting agreement through 2022 for every NASCAR National Series race

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SiriusXM will continue to air all races from NASCAR's premier division, the Monster Energy NASCAR Cup Series, as well as every NASCAR XFINITY Series and NASCAR Camping World Truck Series race

NASCAR fans continue to get 24/7 coverage of the sport on exclusive SiriusXM NASCAR Radio channel

TORONTO, March 9, 2017 /CNW/ - NASCAR and [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, today announced a six year renewal to extend their broadcasting and marketing agreement through 2022. SiriusXM will continue to deliver 24/7 racing content to millions of listeners across North America, including live broadcasts of every race, plus daily NASCAR talk and interviews with voices across the industry through its exclusive SiriusXM NASCAR Radio channel. NASCAR content is available to SiriusXM subscribers in their car, at home or on the go on satellite radios, on the SiriusXM app and online at [SiriusXM.ca](#).

SiriusXM and NASCAR's agreement extension marks another important milestone in the history of collaboration between the two organizations, as 2017 is NASCAR's 11th season on Canadian satellite radio and listeners will have had uninterrupted access to the sport for over a decade. SiriusXM will also retain exclusive category rights to utilize NASCAR branding and trademarks for advertising and promotion.

"We have more than a successful decade of partnership already under our belts with SiriusXM and look forward to continuing our relationship over the next six years," said Steve Herbst, senior vice president, broadcasting and production at NASCAR. "SiriusXM provides robust coverage of both our live events and breaking news, acting as a trusted resource for our sport and helping NASCAR content to reach new, diverse audiences nationwide."

The Monster Energy NASCAR Cup Series returns to the track this weekend with the Kobalt 400 at Las Vegas Motor Speedway, live March 12 at 3:30 p.m. ET on SiriusXM NASCAR Radio, channel 90.

SiriusXM NASCAR Radio airs 24 hours a day, 365 days a year and delivers in-depth racing coverage and inside access to NASCAR news, including live broadcasts of every Monster Energy NASCAR Cup Series™, NASCAR XFINITY Series™ and NASCAR Camping World Truck Series™ event. Fans can call in to the channel to share their opinions and be a part of the daily discussion, and can also access SiriusXM NASCAR Radio programming when they want it on SiriusXM On Demand. The channel's roster of expert hosts features current and former drivers, crew chiefs, crew members and a host of NASCAR insiders. For more info on SiriusXM NASCAR Radio's programming and personalities go to www.siriusxm.ca/nascar.

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States. NASCAR consists of three national series (Monster Energy NASCAR Cup Series™, NASCAR XFINITY Series™, and NASCAR Camping World Truck Series™), four regional series, one local grassroots series and three international series. The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. Based in Daytona Beach, Fla., with offices in eight cities across North America, NASCAR sanctions more than 1,200 races in more than 30 U.S. states, Canada, Mexico and Europe. For more information visit <http://www.NASCAR.com> and <http://www.IMSA.com>, and follow NASCAR on [Facebook](#), [Twitter](#), [Instagram](#), and Snapchat ('NASCAR').

About SiriusXM Canada

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with more than 2.8 million subscribers, is the country's leading audio entertainment company and broadcasts more than 130 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, MLB, 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 eight years in a row and is currently a Platinum Club Member, in addition to 2013, 2014 and 2015 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

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