

Go Auto Group Joins SiriusXM Canada's Pre-Owned Vehicle Program

May 01, 2013 11:42 AM

Leading Western Canadian dealer group now offering complimentary three-month SiriusXM subscriptions with all pre-owned vehicle purchases equipped with satellite radio

TORONTO, May 1, 2013 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, today announced that Go 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.

Based in Edmonton with 16 locations, Go Auto Group is one of the leading dealer groups in Western Canada. With a vast inventory and considerable purchasing power, the company sells, services and insures vehicles at 30 locations across British Columbia, Alberta and the Northwest Territories.

"We are pleased to welcome Go Auto Group to our pre-owned vehicle program," said James Byun, Vice President, OEM, SiriusXM Canada. "The program will offer an easier way for dealerships to add value to their pre-owned vehicles and provides more Canadians an opportunity to experience SiriusXM's unrivaled content and programming."

"We are excited to participate in the program and offer Go Auto's pre-owned customers a complimentary three-month subscription to SiriusXM," said Ben Cochrane, Vice President, Marketing and Technology, Go Auto Group. "Most pre-owned vehicles now feature a satellite radio so this partnership allows us to provide extra value to everyone who purchases a vehicle at a Go Auto dealership."

The program enables SiriusXM Canada to better target Canada's large pre-owned vehicle market. The company estimates that by the end of fiscal 2013, there will be more than four million satellite radio equipped vehicles 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 Go Auto, please visit www.goauto.ca.

About SiriusXM Canada

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with over 2.2 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 and entertainment brands as well as every major sport including the NHL, NFL, MLB and CFL.

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, BlackBerry 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.

About Go Auto Group

Based in Edmonton with 16 locations, Go Auto Group is one of the leading dealer groups in Western Canada. With a vast inventory and considerable purchasing power, we sell, service, and insure vehicles at 30 locations across British Columbia, Alberta and the Northwest Territories.

We employ over 1600 Canadians. Our Go Card program is the best in the industry allowing customers to save 10% in parts and service, earn 5% back in points, and earn \$500 on their card every time a customer refers a new customer. Our Happy to Help team is available 24x7 online (phone and chat) for anything customers might need, buying a car, getting financing approved, booking service.

Media Contact:

Maricel Dicion

NATIONAL Public Relations

O: 416-848-1446 / M: 416-882-1192

E: mdicion@national.ca