

## SiriusXM Canada Extends Factory Installation Agreement with Volkswagen and Audi

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- *Factory installation of SiriusXM available in virtually all Volkswagen and Audi models*
- *Launch of Certified Pre-Owned introductory subscription program included in extended relationship*

TORONTO, April 11, 2014 /CNW/ - SiriusXM Canada (TSX:XSR) and Volkswagen Group Canada Inc. today announced the extension of their relationship and will continue to provide factory installation of SiriusXM radio in all new Volkswagen and Audi models. As part of the extension, all new vehicles as well as certified pre-owned vehicles that are factory equipped with SiriusXM will include a 3-month introductory subscription featuring 120 channels of commercial-free music, major league sports, news, talk and entertainment.

"We are very excited to extend our long-standing relationship with Volkswagen and Audi and to continue to provide their new vehicle customers with a three-month introductory subscription to SiriusXM," said Mark Redmond, President and Chief Executive Officer, SiriusXM Canada Inc. "Offering pre-owned vehicle purchasers the same level of exposure to the service as new vehicle buyers with an introductory subscription adds value to certified pre-owned vehicles and now gives even more Canadian drivers the opportunity to experience SiriusXM's unrivaled content."

Volkswagen Group are at the forefront of providing incredible driver experiences and with the extended relationship and an introductory SiriusXM subscription, new and certified pre-owned Volkswagen and Audi buyers will be able to enjoy the best entertainment, including 120 satellite radio channels featuring premier sports, news, talk, entertainment and commercial-free music.

For more information about SiriusXM Canada, please visit [www.siriusxm.ca](http://www.siriusxm.ca).

### **About SiriusXM Canada**

Sirius XM Canada Holdings Inc. (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with over 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](http://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](http://www.siriusxm.ca).

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