

## SiriusXM Canada and Honda Canada Extend Factory Installation Agreement

July 03, 2014 07:00 AM

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*New Honda vehicles to feature 3-month complimentary subscriptions to SiriusXM Canada*

TORONTO, July 3, 2014 /CNW/ - SiriusXM Canada (TSX: XSR), the country's leading audio entertainment company, and Honda Canada Inc. today announced the extension of a long-term factory installation agreement. As part of the multi-year agreement, all new SiriusXM equipped Honda vehicles will continue to include a pre-paid 3-month subscription to SiriusXM Canada, featuring over 120 channels of commercial-free music, major league sports, news, exclusive talk and entertainment.

"Honda Canada has been a valued partner of ours since 2006 and we are very excited to continue our agreement with them, delivering Canadian drivers the absolute best entertainment experience within their vehicle," said James Byun, Vice President, OEM, SiriusXM Canada.

"Since we introduced our first vehicles with factory-installed satellite radios we have produced more than 340,000 vehicles with SiriusXM and are excited to continue offering the first-rate entertainment to our customers," said Dave Jamieson, Assistant Vice President of Sales and Marketing, Honda Canada Inc. "The access to exclusive content and commercial-free music, plus complimentary subscription provides Honda drivers with the best possible experience on the road, whether it's from behind the wheel or from the speakers."

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

Join SiriusXM Canada on Facebook at [facebook.com/siriusxmcanada](https://facebook.com/siriusxmcanada), on Twitter at [twitter.com/siriusxmcanada](https://twitter.com/siriusxmcanada) and on Youtube at [youtube.com/siriusxmcanada](https://youtube.com/siriusxmcanada).

### **About Honda Canada:**

Honda Canada Inc. was founded in 1969. It has produced more than 6.5 million cars and trucks since 1986 at its two manufacturing facilities and builds engines at a third manufacturing plant in Alliston, Ontario. Both manufacturing facilities are extremely flexible and currently build Honda Civic and CR-V models. Honda Canada has invested more than \$3 billion in Canada and each year it sources nearly \$1.98 billion in goods and services from Canadian suppliers. Honda Canada has sold more than 3.9 million Honda and Acura passenger cars and light-duty trucks in Canada.

**Forward-Looking Statements**

Certain statements included above may be forward-looking in nature. Such statements can be identified by the use of forward-looking terminology such as "expects," "may," "will," "should," "intend," "plan," or "anticipates" or the negative thereof or comparable terminology, or by discussions of strategy. Forward-looking statements include estimates, plans, expectations, opinions, forecasts, projections, targets, guidance or other statements that are not statements of fact, including with respect to future operating performance and merger benefits and costs synergies. Although SiriusXM Canada believes that the expectations reflected in such forward-looking statements are reasonable, it can give no assurance that such expectations will prove to have been correct. SiriusXM Canada's forward-looking statements are expressly qualified in their entirety by this cautionary statement. SiriusXM Canada makes no commitment to revise or update any forward-looking statements in order to reflect events or circumstances after the date any such statement is made, except as required by applicable law. Additional information identifying risks and uncertainties is contained in Canadian Satellite Radio Holdings Inc.'s filings with the Canadian securities regulators, available at [www.sedar.com](http://www.sedar.com).

SOURCE Sirius XM Canada Holdings Inc.

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