

SiriusXM Canada and CarProof enter strategic alliance

July 09, 2014 07:00 AM

Vehicle history reporting to provide SiriusXM subscription offers to pre-owned vehicle buyers

TORONTO, July 9, 2014 /CNW/ - **SiriusXM Canada (TSX:XSR)**, the country's leading audio entertainment company, today announced its partnership with Canadian vehicle history reporting company, CarProof. The agreement gives SiriusXM Canada brand real-estate within CarProof vehicle history reports provided to car buyers and increases overall SiriusXM consumer awareness and access to the service.

The agreement will allow the SiriusXM brand to appear on all reports that have vehicles with satellite radio installed and will allow SiriusXM Canada to communicate offers throughout the term of the partnership.

"The ability to target every franchise and independent car sale in the country where a CarProof vehicle history report is pulled is a great growth opportunity for our pre-owned vehicle initiative," said Mark Redmond, President and CEO, SiriusXM Canada. "We're very excited to work with the CarProof team to provide our exclusive, compelling content to millions of used car buyers throughout Canada."

"We're thrilled to partner with SiriusXM Canada to deliver our dealer members and used car buyers with Canada's leading audio entertainment service and Canada's leading vehicle history report," said Marty Meadows, Vice President of Data Acquisition and Strategic Accounts at CarProof. "Thanks to this partnership, used car buyers will know the full history of their vehicle and they'll have access to SiriusXM Satellite Radio subscription offers that until now, were only available with a new car purchase."

CarProof provides vehicle history reports to dealers, auctions, OEMs, lenders, insurers, provincial governments, law enforcement agencies and consumers across Canada. This new agreement adds to SiriusXM Canada's ongoing pre-owned vehicle strategy which provides used car purchasers similar access to SiriusXM Satellite Radio subscription offers that new car buyers receive.

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

Join SiriusXM Canada on Facebook at facebook.com/siriusxmcanada, on Twitter at twitter.com/siriusxmcanada and on Youtube at youtube.com/siriusxmcanada.

About CarProof Vehicle History Reports

CarProof, a London, Ont.-based company founded in 2000, is the leading provider of the most comprehensive used vehicle history report available in Canada. CarProof's fully bilingual vehicle history reports rely on accurate and live real-time data to provide consumers with a complete history of their vehicle including accident information, cross-Canada lien search information and full U.S. history. In addition to being named one of Canada's 50 Best Managed Companies, CarProof was recently honoured with Deloitte's 2013 Technology Fast 50™ and Fast 500™ awards. For more information about CarProof, visit www.carproof.com.

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