

SiriusXM Canada and Jaguar Land Rover Canada ULC enter new long-term agreement

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Pre-paid subscriptions to SiriusXM Canada included with all new Jaguar and Land Rover vehicles

TORONTO, Feb. 26, 2015 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, and Jaguar Land Rover Canada ULC today announced a new long-term factory installation agreement. As part of the multi-year agreement, a three-month complimentary audio subscription to SiriusXM Canada will come with all new SiriusXM-equipped Land Rover and Jaguar vehicles, giving customers more than 120 channels of commercial-free music, major league sports, news, exclusive talk and entertainment.

"Jaguar and Land Rover vehicle owners have long enjoyed SiriusXM's unrivaled content, and we are now very pleased to give them a complimentary pre-paid subscription when they purchase a new vehicle," said Mark Redmond, President and CEO, SiriusXM Canada. "It's an exciting addition to the driver experience, and we're very happy to expand this important partnership."

"Enhancing our customer's driving experience is so vital to us," said Lindsay Duffield, President, Jaguar Land Rover Canada ULC. "By pairing a first-rate driving experience with SiriusXM's exclusive content, we are able to offer up even more value and enjoyment to our valued customers."

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

For more information about Jaguar Land Rover Canada ULC please visit www.landrover.com/ca.

About SiriusXM Canada

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, with over 2.6 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, 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 Jaguar Land Rover

Jaguar Land Rover is the UK's largest automotive manufacturing business built around two iconic British car brands with a rich heritage and powerful consumer appeal and loyalty.

Additionally, Jaguar Land Rover is at the centre of the UK automotive industry's drive to deliver technical innovation in all areas of vehicle development. As the UK's largest automotive employer, JLR has a world class team of nearly 30,000 people. Jaguar Land Rover is the largest investor in automotive R&D and engineering in the UK. Jaguar Land Rover has two state of the art engineering and design facilities and four advanced manufacturing plants in the UK. Headquartered in Mississauga in Canada, Jaguar Land Rover Canada ULC is represented by 23 retail outlets.

SOURCE SiriusXM Canada

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