

AutoCanada dealer group joins SiriusXM Canada's pre-owned vehicle program

July 13, 2015 07:00 AM

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

TORONTO, July 13, 2015 /CNW/ - [SiriusXM Canada](#) (TSX: XSR), the country's leading audio entertainment company, today announced that AutoCanada 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, Alberta, AutoCanada is one of Canada's largest multi-location automobile dealership groups, currently operating 49 franchised dealerships in eight provinces with more than 3,400 employees. In 2014, the AutoCanada group of dealerships sold approximately 57,000 new and pre-owned vehicles.

"Having AutoCanada join our pre-owned vehicle program is further validation that SiriusXM Canada provides great value to dealers and car buyers across the country," said Mark Redmond, President and CEO, SiriusXM Canada. "With its continued approach to dealership growth, a high volume of domestic vehicle and light truck sales, and industry recognized customer service, AutoCanada is a strong partner for SiriusXM and through the pre-owned program we will be able to provide their customers with an unmatched audio entertainment experience."

"We are very pleased to join SiriusXM Canada's pre-owned vehicle program," said Tom Orysiuk, President and CEO, AutoCanada. "Our dealer network is focused on improving our customer experience. Having access to this program allows our dealers to promote a three-month trial of SiriusXM content to potential vehicle buyers, providing even more accessible value to customers right at the point of sale."

The program enables SiriusXM Canada to better target Canada's large pre-owned vehicle market. The company estimates that by the end of fiscal 2015, there will be more than seven 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 AutoCanada, please visit www.autocan.ca.

About SiriusXM Canada

[Sirius XM Canada Holdings Inc.](#) (TSX: XSR) operates as SiriusXM Canada. SiriusXM Canada, nearly 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 2,500 retail locations nationwide. To find out more about SiriusXM Canada (TSX: XSR), visit our website at www.siriusxm.ca.

SiriusXM Canada has been designated one of Canada's 50 Best Managed Companies six years in a row and 2013 and 2014 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

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