

Nova Scotia's O'Regan's Automotive Group joins SiriusXM Canada's pre-owned vehicle program

April 07, 2016 07:00 AM

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

TORONTO, April 7, 2016 /CNW/ - [SiriusXM Canada \(TSX:XSR\)](#), the country's leading audio entertainment company, today announced that O'Regan's Automotive Group, one of Nova Scotia's largest dealer groups, has joined its pre-owned vehicle program to offer complimentary three-month subscriptions with any purchase of a pre-owned vehicle equipped with satellite radio.

As part of the pre-owned program, SiriusXM will offer three-month access to the SiriusXM Select plan, with over 120 channels of commercial-free music programming, premier sports, news, talk and entertainment to O'Regan's pre-owned vehicle customers.

"Being able to expand our content experience to even more Canadians is very important to our pre-owned business, which includes a network of more than 2,750 dealers and growing," said Paul Cunningham, SVP, Sales and Marketing, SiriusXM Canada. "Partnering with O'Regan's allows them to offer their customers additional value and allows us to offer pre-owned vehicle buyers our unparalleled audio experience."

"Exceptional customer service is at the heart of everything we do at O'Regan's," said Susan Johnston, VP, Marketing and Communications, O'Regan's. "And being able to enhance the experience even more with a complimentary three-month subscription to SiriusXM is just another way we are able to offer our customers more value."

O'Regan's owns and operates 22 new vehicle franchises in Nova Scotia, as well as five used car centres, O'Regan's National Leasing, a collision centre, three auto detailing centres, a NAPA AutoPro and a car rental company.

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 more than 2.7 million subscribers, is the country's leading audio entertainment company and broadcasts more than 130 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, MLB, 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 seven years in a row and is currently a Platinum Club Member, in addition to 2013, 2014 and 2015 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

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

About O'Regan's Automotive Group

O'Regan's owns and operates 22 new vehicle franchises in Nova Scotia including three Toyota, two Hyundai, two Kia, two Nissan, Buick, Cadillac, Chevrolet, GMC, Subaru and Volkswagen as well as the only BMW, Infiniti, Lexus, Mercedes-Benz, MINI, Scion and Smart franchises for Nova Scotia. It also operates five used car centres, O'Regan's National Leasing, a collision centre, three auto detailing centres, a NAPA AutoPro and a car rental company. To find out more about O'Regan's visit oregans.com.

O'Regan's is a Platinum Member of Canada's 50 Best Managed Companies; a 2013 winner of Canada's 10 Most Admired Corporate Cultures; winner of the Corporate Philanthropist of the Year Award from the Association of Fundraising Professionals of Nova Scotia (2013 & 2004) and six time winner of the Consumer Choice Award for New and Pre-owned Car Dealer for Halifax.

Join O'Regan's on Facebook at facebook.com/oregans, on Twitter at twitter.com/oregansgroup or on You Tube on youtube.com/ORegansAutomotive.

SOURCE SiriusXM Canada

SiriusXM Canada contact: Kayla J. Schwartz, Manager, Publicity, Promotion and Sponsorship, 416-408-6033, kayla.schwartz@siriusxm.ca; O'Regan's Automotive Group contact: Susan Johnston, VP Marketing & Communications, 902.406.7125, sjohnston@oregans.com