



Enrollment Procedure

- Begin enrollment online at:
www.siriusxmdealerprograms.com
- Make sure both the Authorization contact and DMS administrator are aware of the necessary steps to finalize activation in the program.

PBS Verification Process

Important Note: Program activation cannot be finished until the steps below are completed:

- **Complete the online enrollment** and select “**PBS**” from the DMS drop down menu.
- **Download the PBS authorization form.**
- Fill out and sign the PBS authorization form and email it to CDK Data Services, Inc. at:
siriusxm.support.dataservices@cdk.com
- **Contact SiriusXM Program Headquarters at 855-587-6062 to verify that the PBS authorization form has been received.**
- Once the signed form has been received, SiriusXM Program Headquarters will forward it to PBS and work with the vendor to establish the data feed.
- SiriusXM Program Headquarters may contact the Dealer regarding issues with the setup or file transmission.

Data Management

- CDK Data Services, Inc. has been chosen to conduct the data management for this program. CDK is considered to be the gold standard in Dealer data management, safety and security of data, and ease of use.
- CDK collects, standardizes, cleanses, enhances, and serves data for OEMs, Dealers, parts suppliers, and web marketing portals.
- CDK processes data for several dealerships in the U.S. and Canada.

Ongoing Dealer Support

- In addition to support offered by CDK Data Services, SiriusXM has created a dedicated team for ongoing support:
- **Dealership Activation Questions**
Contact CDK Data Services, Inc.
Email: siriusxm.support@cdk.com
Phone: **855-587-6062**
- **Program Related Questions**
Contact SiriusXM Dealer Programs
Email: SXMDealerPrograms@siriusxm.com
Phone: **844-832-8643**

MUSIC AD-FREE

TALK THE BIGGEST
AND BRIGHTEST
PERSONALITIES

COMEDY LAUGH
OUT LOUD

NEWS WORLD-CLASS
NEWS WHEN
YOU NEED IT

SPORTS LIVE GAMES FROM
EVERY MAJOR SPORT