



P R E S S R E L E A S E

Volkswagen of America to Give Customers 3-Month SiriusXM Subscription on All Pre-Owned Volkswagen Vehicles with a Factory Installed Satellite Radio

NEW YORK – August 20, 2012 – Sirius XM Radio (NASDAQ: SIRI) and Volkswagen of America, Inc. today announced that customers will receive a 3-month SiriusXM subscription when they purchase pre-owned Volkswagen vehicles equipped with factory installed satellite radios from any Volkswagen dealer across the United States.

In addition, customers will also receive a 3-month SiriusXM subscription when purchasing any pre-owned vehicle equipped with a factory installed satellite radio, regardless of manufacturer, from participating Volkswagen dealers.

“Customers now buying pre-owned Volkswagen vehicles, and non-VW vehicles from participating Volkswagen dealerships, can be assured of getting best-in-class audio entertainment at the touch of a button,” said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing and Retail Sales, SiriusXM. “The list of dealers across the country making SiriusXM available to all their pre-owned vehicle customers continues to grow, and we are proud that Volkswagen sees the value of giving their customers a 3-month SiriusXM subscription.”

“Volkswagen is pleased to offer our customers in-vehicle entertainment such as SiriusXM. We are also committed to supporting the ability of our dealers to offer their customers the most attractive selection of vehicles with the latest features,” said Scott Weitzman, General Manager, Used Vehicle Operations, Volkswagen of America. “The SiriusXM pre-owned program allows Volkswagen dealers to effectively demonstrate satellite radio to their used car customers and the 3-month subscription is a core pillar of our new WorldAuto pre-owned vehicle program that will launch at Volkswagen dealerships nationwide in October.”

Volkswagen of America will continue to give customers purchasing new VW vehicles equipped with satellite radio a 3-month SiriusXM subscription.

For more information on SiriusXM, please visit www.siriusxm.com.

Volkswagen dealers interested in enrolling in this program can enroll online at www.siriusxmpreownedtrial.com.

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About Sirius XM Radio

[Sirius XM Radio Inc.](http://www.siriusxm.com) is the world's largest radio broadcaster measured by revenue and has more than 22 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live

events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM is available in vehicles from every major car company in the U.S., from retailers nationwide, and online at siriusxm.com. SiriusXM programming is also available through the [SiriusXM Internet Radio](#) App for [Android](#), [Apple](#), and [BlackBerry](#) smartphones and other connected devices. SiriusXM also holds a minority interest in [SiriusXM Canada](#) which has more than 2 million subscribers.

About Volkswagen of America, Inc.

Founded in 1955, Volkswagen of America, Inc. is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. Volkswagen's operations in the United States include research and development, parts and vehicle processing, parts distribution centers, sales, marketing and service offices, financial service centers, and its state-of-the-art manufacturing facility in Chattanooga, Tennessee. Volkswagen is one of the world's largest producers of passenger cars and Europe's largest automaker. Volkswagen sells the Beetle, Eos, Golf, GTI, Golf R, Jetta, Jetta SportWagen, Passat, CC, Tiguan, Touareg and Routan vehicles through approximately 600 independent U.S. dealers. Visit Volkswagen of America online at www.vw.com or media.vw.com to learn more.

This communication contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about future financial and operating results, our plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "will likely result," "are expected to," "will continue," "is anticipated," "estimated," "believe," "intend," "plan," "projection," "outlook" or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of our management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. Actual results may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: our competitive position versus other forms of audio entertainment; our dependence upon automakers; general economic conditions; failure of our satellites, which, in most cases, are not insured; our ability to attract and retain subscribers at a profitable level; royalties we pay for music rights; the unfavorable outcome of pending or future litigation; failure of third parties to perform; and our substantial indebtedness. Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our Annual Report on Form 10-K for the year ended December 31, 2011, which is filed with the Securities and Exchange Commission (the "SEC") and available at the SEC's Internet site (<http://www.sec.gov>). The information set forth herein speaks only as of the date hereof, and we disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication.

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