



## P R E S S   R E L E A S E

### **Hendrick Automotive Group to Offer SiriusXM in All Satellite Radio-Equipped Pre-Owned Vehicles**

**NEW YORK – September 6, 2012** – Sirius XM Radio (NASDAQ: SIRI) and Hendrick Automotive Group today announced that customers purchasing any pre-owned vehicle with a factory-equipped satellite radio from any of the 84 Hendrick Automotive Group dealerships across the United States and through [Hendrickcars.com](http://Hendrickcars.com) automatically will receive a three-month SiriusXM subscription.

“I’ve been a SiriusXM listener for years,” said Rick Hendrick, Chairman of Hendrick Automotive Group and Owner of NASCAR’s Hendrick Motorsports. “I’m a big fan of E Street Radio and of course SiriusXM NASCAR Radio. So it’s exciting that our dealerships and Hendrickcars.com will be able to give our pre-owned customers SiriusXM. It’s a terrific service for people who love great radio content, from sports and news to music and entertainment.”

“More than 6,000 dealers across the country have signed up to give their pre-owned vehicle customers a three-month SiriusXM subscription, and we are very excited to include Hendrick Automotive Group in the SiriusXM pre-owned vehicle program,” said Joe Verbrugge, Senior Vice President and General Manager, Automotive Remarketing and Retail Sales, SiriusXM. “We look forward to working with Hendrick Automotive Group dealerships to deliver SiriusXM’s critically-acclaimed entertainment to their pre-owned vehicle customers.”

Customers purchasing pre-owned vehicles with a factory-equipped satellite radio from Hendrick Automotive Group dealers will have access to commercial-free music, and premier sports, news, talk, entertainment plus traffic and weather information broadcast by SiriusXM.

SiriusXM broadcasts every NASCAR race, every IndyCar Series race and every Formula 1 race, giving motor sports fans around the country access to world-class racing on oval tracks, road course tracks and street circuits.

Franchise and independent automobile dealers interested in joining SiriusXM’s pre-owned vehicle program can obtain additional information and enroll at [SiriusXMPreownedTrial.com](http://SiriusXMPreownedTrial.com).

A full list of Hendrick Automotive Group dealerships is available at [www.HendrickAuto.com](http://www.HendrickAuto.com). Customers also can search for vehicles equipped with SiriusXM, browse inventory and make purchases through [www.Hendrickcars.com](http://www.Hendrickcars.com), which features more than 25,000 new and pre-owned vehicles.

For more information on SiriusXM, please visit [www.siriusxm.com](http://www.siriusxm.com).

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#### **About Sirius XM Radio**

[Sirius XM Radio Inc.](http://SiriusXM.com) is the world’s largest radio broadcaster measured by revenue and has 22.9 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](http://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 Hendrick Automotive Group**

Encompassing more than 80 dealerships from the Carolinas to California, Hendrick Automotive Group is one of the largest automotive retail organizations in the United States. Headquartered in Charlotte, N.C., the company employs more than 7,500 people across 12 states. For more information, please visit [www.HendrickAuto.com](http://www.HendrickAuto.com).

*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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### **O-SIRI**

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