



Media Information

July 23, 2020

SiriusXM with 360L Platform makes its debut in BMW vehicles this summer.

- Standard on most 2021 BMW models starting from July 2020 production.
- On Demand programming available any time.
- Personalized, curated entertainment.
- Listen to SiriusXM anywhere with the All Access subscription.

Richmond Hill, ON. BMW Canada is pleased to announce that SiriusXM with 360L, SiriusXM's newest and most advanced audio entertainment platform, will be available to BMW customers for the first time in most 2021 model year BMW vehicles starting with July production.

Available on the 2 Series Gran Coupé, 3 Series, 4 Series, 5 Series, 8 Series, X3, X4, X5, X6, X7 and Z4 Roadsters, SiriusXM's next generation platform expands audio entertainment options for the BMW owner by offering new features and listening options in and out of their vehicle. The first BMW models equipped with SiriusXM with 360L are expected to be available at BMW dealerships this summer.

First available on BMW models in 2007, SiriusXM continues to be a well-received part of the integrated entertainment services offered to BMW customers in Canada. With the latest SiriusXM with 360L listening experience, drivers and their passengers gain access to more than 10,000 hours of SiriusXM's recorded On Demand content whenever they want – including exclusive interviews, unique shows and live performances. With more live channels, an extensive selection of ad-free music, plus sports, wide-ranging entertainment and news, the new expanded platform offers almost limitless options.

"As the producer of some of the most superior vehicles on the road today, BMW already offers drivers an exceptional driving experience. By deepening our partnership and offering SiriusXM with 360L, together we will provide their customers with a powerful and exclusive audio entertainment offering," said Rob Keen, VP, OEM Partnerships & Connected Services, SiriusXM Canada. "We are excited to offer even more drivers the opportunity to discover our rich lineup of premium content through SiriusXM with 360L in several of BMW's most popular 2021 models."



New BMW vehicles equipped with standard SiriusXM with 360L include the top-tier 6-month All-Access subscription which also allows for listening on the SiriusXM app on mobile devices and on connected home devices.

“The unique entertainment content provided by SiriusXM has proven to be a highly popular feature in BMW Canada’s suite of options for over a decade, and we are confident that the enhanced 360L platform, offering more choice and expanded programming, will be an even more attractive offering to BMW owners” stated Andrew Scott, Director, BMW Brand Management. “We are delighted to be one of the first manufacturers to offer SiriusXM with 360L service in our 2021 BMW model lineup”

New SiriusXM with 360L Platform Highlights include:

On Demand: Choose from thousands of hours of On Demand shows, performances and interviews, available for the first time ever in your BMW, so you never have to miss a moment.

For You: Search less and enjoy more — get personalized recommendations of channels and On Demand shows, curated just “For You” based on your listening history and SiriusXM favorites.

Live Sports Category: Find NFL, MLB®, NBA, NHL®, college football and basketball games and other sports —in pre-game, in-progress or final states — in one location for quick access to the action. Favorite your team to get its broadcast whenever you tune in.

Genre Category Menus: Easily browse and find the genre of channels and other content that fits your mood.

Related: Get recommendations of channels and shows related to what you’re currently listening to, so there’s always something up next.

Search: Just enter the artist name or channel you’re looking for to easily find what you want to listen to.

Profiles: Create up to 5 SiriusXM user profiles so every listener has their SiriusXM Favorites and personalized recommendations just a touch away.



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BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 51 BMW automobile retail centres, 22 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

About SiriusXM

SiriusXM Canada Inc. operating as SiriusXM Canada, is the country's leading audio entertainment company. SiriusXM creates and offers ad-free music; premier sports talk and live events; comedy; news; and exclusive talk and entertainment. SiriusXM is available in vehicles from every major car company and on smartphones and other connected devices as well as online at siriusxm.ca.

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