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BMW Customers Now Get One-Year Subscription to SiriusXM's All Access Package with New Vehicle Purchase

Customers receive premium programming via satellite, plus SiriusXM Internet Radio when buying a new BMW or MINI vehicle, or BMW Motorcycle

Woodcliff Lake, NJ – April 18, 2013... BMW of North America and Sirius XM Radio (NASDAQ: SIRI) today announced that BMW and MINI customers will receive a one-year subscription to SiriusXM's [All Access Package](#) when purchasing any Model Year 2013 or newer BMW vehicle, MINI vehicle or BMW Motorcycle equipped with a satellite radio starting this month. The All Access Package offers SiriusXM's most complete programming line-up, including premium channels and access to SiriusXM Internet Radio.

"Our customers expect exceptional performance, and giving them access to every premium channel available on their Satellite Radio in the vehicle as well as SiriusXM Internet Radio anywhere makes SiriusXM an even better value," said Ludwig Willisch, President and CEO of BMW of North America. "All Access will allow our customers to listen to the programming they love outside the vehicle, making their SiriusXM experience better than ever."

"BMW sets the standard for high performance and style, and now its customers are able to enjoy the unparalleled audio entertainment experience of SiriusXM in the vehicle or home,"

said Steve Cook, Executive Vice President, Sales and Automotive, SiriusXM. “All Access is the ultimate package, giving BMW customers the best listening experience with all of our most popular programming and access to the shows they love wherever they want to hear them.”

The All Access Package subscription gives BMW and MINI customers access to premium SiriusXM content, including Oprah Radio®, MLB Network Radio™, SiriusXM Fantasy Sports Radio, NHL® and NBA games, SiriusXM PGA TOUR® Radio, Opie & Anthony, Bob Edwards and IZOD IndyCar Series® in the vehicle.

The All Access Package also gives BMW and MINI customers access to SiriusXM Internet Radio, allowing them to listen easily at home, in the office, or on the go anywhere outside the vehicle on [Apple iPad, iPhone, iPod touch](#) and [Android](#) smartphones and other connected devices and online at [siriusxm.com](#).

Customers listening to SiriusXM Internet Radio will hear SiriusXM's existing critically-acclaimed programming and the expanded channel lineup of commercial-free music, sports talk, and comedy, including SiriusXM Latino, a suite of 20 Spanish-language channels, including 10 exclusive commercial-free music channels from a wide variety of music genres, including tropical, salsa, merengue, Latin pop hits, Latin hip-hop, Latin rock classics and more.

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

About Sirius XM Radio

[Sirius XM Radio Inc.](#) is the world's largest radio broadcaster measured by revenue and has 24 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.

On social media, join the SiriusXM community on Facebook, [facebook.com/siriusxm](#), Twitter, [twitter.com/siriusxm](#), Instagram, [instagram.com/siriusxm](#), and YouTube at [youtube.com/siriusxm](#).

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 117 MINI passenger car dealers, and 34 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:
www.bmwgroupna.com.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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