

MINI USA MAKES SIRIUS WITH 360L STANDARD



Contacts:

Andrew Cutler
Head of Corporate Communications
MINI USA
201.376.4962
andrew.cutler@miniusa.com

Kevin Bruns
Director, Corporate Communications
SiriusXM
kevin.bruns@siriusxm.com

Rob Duda
MINI USA News Bureau
908.347.1243
rduda@peppercomm.com

MINI USA MAKES SIRIUSXM WITH 360L STANDARD EQUIPMENT

SiriusXM's advanced audio entertainment platform delivers more content, better discovery, and enhanced personalization.

SiriusXM with 360L available now in MINI Countryman S ALL4, MINI JCW Countryman ALL4, and MINI Cooper S 2-door. Complete model lineup expected to adopt SiriusXM with 360L in coming months.

Woodcliff Lake, NJ – May 15, 2024 – MINI USA and SiriusXM announced today that SiriusXM with 360L will be standard across the entire lineup of all-new MINI models sold in the United States. While SiriusXM first expanded across MINI's full lineup in 2022, SiriusXM with 360L's expanded content and personalization offering will now be available in all MINI vehicles including the all-new MINI Countryman S ALL4, MINI JCW Countryman ALL4 and MINI Cooper S 2-door arriving at dealers this month. All other MINI models are expected to include SiriusXM with 360L as they launch in the coming months.

Amplified through MINI's industry-first 9.4-inch round OLED Samsung screen and next-gen Android-enabled operating system, SiriusXM with 360L combines satellite and streaming content delivery into a single, cohesive in-vehicle entertainment experience, which provides drivers and their passengers with more content, improved discovery, and a more personalized listening experience.

SiriusXM with 360L in MINI adds more than 100 additional music channels curated to match every mood, an expansive library of on demand content and a live sports category that makes it easier to find broadcasts of games and sporting events. Additionally, personalized "For You" and spotlight recommendations, as well as the ability to access related content, allow listeners to discover more of the programming they love. Drivers can also create and enjoy custom Artist Stations that can be originated from any artists or bands are continually personalized.

"MINI is the quintessential premium small car, offering the latest technologies and innovations in our new MINI family of vehicles arriving at showrooms now," said Patrick McKenna, Department Head, Marketing, Product and Strategy at MINI USA. "That is why

we're pleased to offer the best in-car entertainment available with SiriusXM 360L as standard equipment across our entire model line."

"MINI offers an incredibly entertaining and "fun-to-drive" experience for both driver and passengers and we are very excited to enhance that experience, delivering our most advanced and driver-centric audio entertainment platform across their entire model lineup on their impressive, all-new OLED display," said Gail Berger, Senior Vice President and General Manager of Automotive Partnerships, SiriusXM. "MINI drivers can now enjoy even more of the SiriusXM content they love and a more personalized listening offering."

MINI customers purchasing or leasing a SiriusXM-equipped vehicle in the United States receive a 12-month trial subscription to SiriusXM that delivers SiriusXM's full lineup of varied content, plus access to SiriusXM outside the vehicle on the SiriusXM app and on connected devices and speakers in the home. The new SiriusXM app includes access to exclusive video content and podcasts and provides a seamless listening experience across streaming devices that reflects listener preferences and interests and ensures subscribers never miss a moment wherever they are and whenever they want to listen.

SiriusXM is home to hundreds of expertly curated, ad-free music channels across all genres, decades, and moods as well as the must-hear moments in sports, news, entertainment, comedy, and more. From one-of-a-kind channels by some of the world's top musicians to first-listens and exclusive performances from emerging artists and bands, SiriusXM presents the perfect soundtrack for any moment. SiriusXM brings fans closer to their favorite sport by offering the most extensive lineup of live pro and college events, plus programming that delivers reactions and analysis from experts and insiders. Subscribers also stay informed and entertained with the latest in news and politics, entertainment, comedy, and beyond with celebrity interviews, iconic hosts, trusted opinions, non-stop laughs, and so much more, available only on SiriusXM.

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The authorized MINI USA dealer organization is represented by a network of 104 MINI passenger car sales and service dealers located throughout the US. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI brand in the U.S. has grown to encompass a model range of five unique vehicles. Journalist notes: Media information about MINI and its products is available to journalists on-line at MINIUSANEWS.com.

About Sirius XM Holdings Inc.

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Reaching a combined monthly audience of approximately 150 million listeners, SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM, please go to: www.siriusxm.com.

MINI
Media information

#

MINI SiriusXM 360L

05/2024
page 3