

Where We've Been



SiriusXM Connected Vehicle Services in the SXM Ecosphere



- Launched the first telematics program – *Lincoln RESCU* in 1996
- Launched 6 different OEM programs in the last 24 months
- 15 active OEM programs, 450 model lines
- 50 different services in market
- 500 million vehicle interactions in 2018
- 40 million+ CV and Audio subscribers
- More than 70 percent of the North American new vehicle fleet



Lessons Learned – Idea to Product

The Necessity of Interoperability



- **Platforms fragmented**
- **Common interactions do not exist**
- **Systems integration complexity**
- **Proprietary “markets” impeding growth**

Extreme complexity for Simple Tasks

- 190 specific OEM products tested annually
- Hundreds of variants in software, hardware
- Over 500 tests, 232 certifications
- Contrast to wireless devices
- Steep challenge in how to scale



The Necessity of Meeting Consumer Expectations



- **Benchmarked with smartphone experience**
- **Communicating with car in real-time**
- **Data coming out of the car**
- **Consumer Control**

The Necessity for Consumer-Centric Design



- **Must deliver “the Magic Moment”**
- **Optimized for safety, convenience**
- **Leveraging voice where appropriate**
- **Highly personalized**
- **More interaction, based on context, location**