

# SUBARU INTRODUCES SIRIUSXM WITH 360L TO VEHICLE LINEUP

*- SiriusXM with 360L offers more content, better discovery, and enhanced personalization*

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*- Available on Ascent, Outback, Crosstrek, Legacy, WRX, and Impreza*

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*- Existing owners of 2023-24 model year vehicles can receive an over-the-air update enabling the expanded offering*

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*- SiriusXM with 360L expected to be available on additional models in the near future*

**Camden, N.J., April 8, 2024**

Subaru of America, Inc. and SiriusXM today announced that SiriusXM with 360L is now available on 2023 model year and newer Ascent, Legacy, and Outback, as well as 2024 Crosstrek, Impreza and WRX, giving drivers better access to even more of the content from SiriusXM.

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, better discovery, and a more personalized listening experience. SiriusXM with 360L in Subaru 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. New personalized “For You” recommendations, with the ability to access related content, allows listeners to discover more of the programming they love. New features are expected to be delivered by convenient over-the-air updates from SiriusXM.

“SiriusXM brings listeners closer to the music, sports and talk content they love and SiriusXM with 360L delivers to drivers even more content and a truly enhanced and personalized listening experience for every driver,” said Gail Berger, Senior Vice President and General Manager of Automotive Partnerships, SiriusXM. “We are proud of our work with Subaru to make SiriusXM with 360L available in several new models and to enable our enhanced audio entertainment experience via an update to a large number of vehicles already on the road.”

Customers purchasing or leasing a new Subaru Ascent, Crosstrek, Impreza, Legacy, Outback or WRX will have access to SiriusXM with 360L. In addition, nearly 500,000 existing owners of 2023-24 model year vehicles are expected to be able to receive an over-the-air update enabling the expanded offering from SiriusXM. This update is currently available and will be rolled out to qualifying vehicles over the next few months. To receive SiriusXM with 360L features, Subaru vehicles must be equipped with SiriusXM Satellite radio hardware, have an active SiriusXM trial or subscription, and include the capability of SUBARU STARLINK® connected vehicle services. To receive the over-the-air update, an active STARLINK subscription is also required. SiriusXM with 360L is also anticipated to be available on future Subaru models, including the all-new 2025 Forester.

“Subaru drivers have enjoyed access to SiriusXM for many years, and we are excited to bring the latest generation of the service to so many of our current and future customers,” said Amy Sgrignoli, Vice President of Connected Vehicle Business, Subaru of America, Inc.

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.

Newly purchased or leased Subaru vehicles equipped with SiriusXM in the United States receive a four-month trial subscription to SiriusXM that delivers SiriusXM’s full lineup of varied content, plus access at home and on the go through the SiriusXM app on connected devices and speakers.

For more information on all the programming that SiriusXM offers, and all the ways subscribers can listen, visit [SiriusXM.com](http://SiriusXM.com).

About Subaru of America, Inc.

Subaru of America, Inc. (SOA) is an indirect wholly owned subsidiary of Subaru Corporation of Japan. Headquartered at a zero-landfill office in Camden, N.J., the company markets and distributes Subaru vehicles, parts, and accessories through a network of more than 630 retailers across the United States. All Subaru products are manufactured in zero-landfill plants and Subaru of Indiana Automotive, Inc. is the only U.S. automobile manufacturing plant to be designated a backyard wildlife habitat by the National Wildlife Federation. SOA is guided by the Subaru Love Promise, which is the company’s vision to show love and respect to everyone, and to support its communities and customers nationwide. Over the past 20 years, SOA and the SOA Foundation have donated more than \$300 million to causes the Subaru family cares about, and its employees have logged nearly 88,000 volunteer hours. As a company, Subaru believes it is important to do its part in making a positive impact in the world because it is the right thing to do. For additional information visit [media.subaru.com](http://media.subaru.com). Follow us on Facebook, Instagram, TikTok, and YouTube.

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](http://www.siriusxm.com).

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