



Mercedes-Benz

Satellite Radio



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What is Satellite Radio?

- New media technology that allows broadcast of radio signals over high-frequency satellite signals
- There are two major providers, SIRIUS Satellite Radio, and XM Satellite Radio. XM was introduced to the market first, but due to its satellite limitations, must rely more on terrestrial repeaters than Sirius
- Satellite radio allows for a greater number of stations, or channels (“streams”) than conventional FM or AM frequencies, which means more variety in programming
- Satellite radio has a different business model (subscription-based) than traditional FM or AM radio, which rely on advertising sponsors. This means satellite radio is mostly commercial-free (more than 60 commercial-free streams in the case of Sirius)
- Satellite radio allows for uninterrupted coast-to-coast coverage, which means listeners can enjoy their programming anywhere

About Sirius

- SIRIUS (pronounced “Serious”) was founded in 1990 as “CD Radio”, and currently has a growing base of over a quarter-million subscribers
- SIRIUS also has installation agreements with Chrysler, Dodge, Jeep, BMW, MINI, Ford, Jaguar, Volvo, Mazda, Land Rover, Audi, Volkswagen, Nissan, Infiniti, trucks from Freightliner and Sterling, Monaco Coach recreational vehicles, Thunderbird Formula powerboats, and John Deere agricultural equipment

