

# PANDORA<sup>®</sup>



## Music Discovery is Effortless and Free with Pandora and Cadillac

### Take Your Favorite Music Along For The Ride

- Create personalized radio stations that only play the music you love.
- Start with the name of your favorite artist, song or genre and Pandora will do the rest.
- Or, explore over 700 music and comedy genre stations.
- Seamlessly listen to your favorite stations in the car, on your phone, and across the web.
- Integrated app availability allows user to control Pandora with voice or steering wheel controls on select models.
- Listen for free, or subscribe to Pandora One for ad-free listening.

### In-Vehicle Availability

Model	Model Year	Model Trim
ATS	2014 - 2016	Must have CUE equipped
CTS	2013 - 2016	All except for ATS Base Model
ELR	2014 - 2016	Must have CUE equipped
Escalade	2015 - 2016	Must have CUE equipped
Escalade ESV	2015 - 2016	Must have CUE equipped
SRX	2013 - 2016	Must have CUE equipped
XTS	2013 - 2016	Must have CUE equipped

Pandora can be listened to in other Cadillac vehicles via an available Aux jack or Bluetooth connection using a mobile device.

### Getting Started

- ① Download the FREE Pandora app on your Android™ or iPhone™ smartphone.
- ② Connect your smartphone to the vehicle's infotainment system:
  - iPhone™ devices via USB:
    - Newer models may allow connection via Bluetooth.
  - Android™ devices via Bluetooth:
    - Note that Android™ phones may not be compatible with all infotainment systems.
- ③ Open the Pandora app on your phone.
- ④ Select the Pandora icon from your infotainment screen.
- ⑤ Enjoy the ride!

## PANDORA | ONE™

Only \$4.99/per month

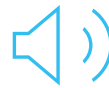
Visit [pandora.com/one](http://pandora.com/one) to subscribe



Ad Free



More Skips



Premium Quality Audio

Web Only



Custom Player Skins

Web Only

## PANDORA® — FOR BUSINESS — POWERED BY MOOD:

Only \$24.95/month  
+ \$99 media player (one-time fee)

Visit [dmx.com/pandora](http://dmx.com/pandora) to learn more



Simple

Easy to set up and create stations



Personalized

Create the perfect customer atmosphere in your dealership



Unlimited

Music streaming with no ads or interruption



Licensed

The exclusive, legal way to play Pandora for your customers

## Dealer Advertising Solutions

Dealers from across the country have partnered with Pandora to reach their target audience and drive business success.

### Why Pandora?

- **Mobility & Scale:** We're larger than most radio stations, delivered across 1000+ devices and integrated in 160+ vehicle models.
- **Precise Targeting:** Reach only the listeners you want (age, gender, geo) with zero dollars wasted.
- **Guaranteed Delivery:** Your message is only delivered when our listeners are engaged and tuned in.
- **Uncluttered:** Your message truly resonates with less than 4 minutes of ads per hour.
- **Co-op:** Using co-op dollars is easy from start to finish.

For more information on dealer advertising solutions please email [dealer-advertising@pandora.com](mailto:dealer-advertising@pandora.com).