

## **SIRIUS SATELLITE RADIO NOW AVAILABLE ON SELECT FORD, LINCOLN AND MERCURY VEHICLES**

- SIRIUS satellite radio retails for \$329 plus installation and tax on ten 2004 Ford, Lincoln and Mercury vehicles.
- Ford Motor Company has future plans to offer SIRIUS to its other brands.

DEARBORN, Michigan and New York, September 18, 2003 –Ford Motor Company (NYSE: F) and SIRIUS Satellite Radio (NASDAQ: SIRI) are offering SIRIUS satellite radio as a dealer-installed option for \$329 plus installation and tax on ten different Ford, Lincoln and Mercury vehicles in the 2004 model year.

The 2004 models include:

- Ford: Thunderbird, Mustang, Explorer, Sport Trac and Expedition
- Lincoln: Navigator, Aviator, LS and Town Car (available December)
- Mercury: Mountaineer

"Ford Motor Company is dedicated to technological advancements and, most importantly, to providing our customers with superior quality products and feature content that will enhance their ownership and driving experiences," said Jeff Wood, director, Ford Electrical & Electronic Systems Engineering. "We are committed to our relationship with SIRIUS and believe its products and services will surprise and delight our customer base."

An installation kit for the satellite radio service can be obtained through Ford and Lincoln Mercury dealers.

"Ford has a proud history of innovation in the auto industry when it comes to technology, styling, performance and features that enhance the driving experience," said Doug Wilsterman, senior vice president, Automotive, at New York-based SIRIUS. "The addition of SIRIUS, with its unique commercial-free music and extensive programming lineup of news, sports and entertainment, is the perfect match for the discriminating vehicle owner."

Select, factory-equipped radio head units have the SIRIUS control software already integrated, allowing SIRIUS to be another radio mode via a dedicated radio button. When playing SIRIUS, the radio can display all pertinent information regarding artist, song title and category.

### **About Ford Motor Company**

Ford Motor Company (NYSE: F) is the world's second-largest automaker with approximately 350,000 employees and operations in more than 200 markets on six continents. Its automotive brands include Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, Mercury and Volvo. Its automotive-related services include Ford Credit, Hertz and Quality Care. The company's world headquarters is in Dearborn, Mich. Ford Motor Company will officially observe its 100th anniversary on June 16, 2003. Additional information can be found on the company's Web site at [www.ford.com](http://www.ford.com).

### **About SIRIUS**

SIRIUS is the only satellite radio service bringing listeners more than 100 streams of the best music and entertainment coast-to-coast. SIRIUS offers 60 music streams with no commercials, along with over 40 world-class sports, news and entertainment streams for a monthly subscription fee of only \$12.95, with greater savings for upfront payments of multiple months or a year or more. Stream Jockeys create and deliver uncompromised music in virtually every genre to our listeners 24 hours a day. Satellite radio products bringing SIRIUS to listeners in the car, truck, home, RV and boat are manufactured by Kenwood, Panasonic, Clarion and Audiovox, and are available at major retailers including Circuit City, Best Buy, Car Toys, Good Guys, Tweeter, Ultimate Electronics, Sears and Crutchfield. SIRIUS is the leading OEM satellite radio provider, with exclusive partnerships with DaimlerChrysler, Ford and BMW. Automotive brands currently offering SIRIUS radios in select new car models include BMW, MINI, Chrysler, Dodge, Jeep®, Nissan, Infiniti, Mazda, Audi, Ford and Lincoln-Mercury. Automotive brands that have announced plans to offer SIRIUS in select models include Mercedes-Benz, Jaguar, Volvo, Volkswagen, Land Rover and Aston Martin. Genmar Holdings, the world's largest manufacturer of recreational boats, Formula Boats and Winnebago, the leading supplier of recreational vehicles and motor homes, have also announced plans to offer SIRIUS. Click on SIRIUS.com to listen to SIRIUS live, or to find a SIRIUS retailer or car dealer in your area.

Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions, future events or performance with respect to SIRIUS Satellite Radio Inc. are not historical facts and may be forward-looking and, accordingly, such statements involve estimates, assumptions and uncertainties which could cause actual results to differ materially from those expressed in any forward-looking statements. Accordingly, any such statements are qualified in their entirety by reference to the factors discussed in our Annual Report on Form 10-K for the year ended December 31, 2002 filed with the Securities and Exchange Commission. Among the key factors that have a direct bearing on our results of operations are: our

dependence upon third parties to manufacture, distribute, market and sell SIRIUS radios and components for those radios; the unproven market for our service; our competitive position and any events which affect the useful life of our satellites.