



Audi of America, Inc.

IMPORTANT NOTICE TO DEALERS FOR IMMEDIATE DISTRIBUTION

Parts Prioritization Process/Addressing Customer Inquiries

Upcoming Voluntary Safety Recall 37E4/J7

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**Subject: Parts Prioritization Process/ Addressing Customer Inquiries
Upcoming Voluntary Safety Recall 37E4/J7
Inspect/Replace DSG Temperature Sensor**

Dear Dealer Principal, Sales Manager, Service Manager, Parts Manager and Warranty Administrator:

The media and press coverage of the upcoming voluntary safety recall affecting some Audi vehicles equipped with a Direct Shift Gearbox (DSG) has generated a lot of customer interest. This communication is designed to help our dealers address our customers' questions and concerns.

- A Parts Prioritization process has been established to address the critical customer vehicle cases. Please note that inventory vehicles cannot be addressed through this process at this time. We anticipate being able to address these inventory vehicles within the week. The details of the Parts Prioritization process are as follows:
 - Dealers must contact their field representative regarding any vehicle they believe to be a priority case. The Dealer's Area After Sales Manager will initiate a priority case for the vehicle.
 - The VIN will be validated to ensure it is part of the recall, and then forwarded to the Parts team for parts release.
 - If the VIN is not affected by the recall, the case will be escalated to the Audi Technical Assistance Center for further diagnosis.
- As of August 21, 2009, all unsold dealer inventory vehicles affected by this recall were tagged with the 37E4/J7 campaign code. Dealers can check their AIM report to see which of their inventory vehicles are impacted by this campaign and under a mandatory stop-sale order. Vehicles in inventory that do not appear on this list are not affected and are available for retail sale or lease to customers.
- Customers who have not yet taken delivery of an affected inventory vehicle must be informed that their vehicle is on stop-sale hold. We are working diligently to finalize repair instructions and acquire the necessary parts in order to repair all vehicles affected



by this action. At this time, we anticipate that by August 28th, repair instructions and parts will be available to begin addressing affected inventory vehicles.

- Customers calling to see if their vehicle is affected by this recall should be advised that if their vehicle is affected, they will be notified via first-class mail as soon as sufficient parts stock becomes available. If the customer is experiencing a vehicle issue, please refer to the Parts Prioritization process listed in this communication.
- Dealers are encouraged to provide alternate transportation for customers who express concerns about continuing to drive their vehicle.
- An FAQ has been published to ServiceNet and sent to all dealers via RightFax. Please read this FAQ in its entirety, as it contains the answers to the most commonly asked questions regarding this recall.

Important Reminder on Vehicles Affected by Safety and Compliance Recalls

By law, dealers must correct, prior to delivery for sale or lease, any vehicle that fails to comply with an applicable Federal Motor Vehicle Safety Standard or that contains a defect relating to motor vehicle safety.

Thank you for your assistance in this important matter. If you have any questions or require additional assistance, please contact the Campaign Helpline at 1-800-741-2919.

Audi Product Compliance