

IMPORTANT INFORMATION

Please inform and provide a copy of this document to every person in your dealership with campaign-related responsibilities, including Service, Parts and Accounting personnel. 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. **If you have questions regarding this or any other campaign, please contact Warranty.**



Compliance Recall Circular

Code: **63A5**

UNITED STATES ONLY

**Subject: 2010 New Beetle & New Beetle Convertible,
Non-Compliance with FMVSS 208 (Barrier Test Requirements)**

January 2011

Problem Description

The affected vehicles do not meet the new FMVSS 208 barrier test requirements that went into effect on September 01, 2010. The final assembly of these vehicles took place during a brief period after the new regulation went into effect, but meet the FMVSS 208 requirements that ended on August 31, 2010.

Corrective Action

Volkswagen will notify the affected customers and will offer to replace their vehicle with a comparable vehicle that was produced prior to September 01, 2010 (and therefore compliant with the FMVSS 208 requirements that were in force until August 31, 2010).

VIN List of Affected Vehicles

New Beetle Convertible	3VWRG3ALXAM010916
New Beetle	3VWRG3AG5AM036021
New Beetle	3VWRW3AG3AM036022
New Beetle	3VWRW3AG4AM036031
New Beetle	3VWRW3AG7AM036041
New Beetle	3VWPW3AG8AM036394
New Beetle	3VWRG3AG4AM036608
New Beetle	3VWRG3AG1AM036873
New Beetle	3VWRG3AG0AM036895
New Beetle	3VWRW3AG9AM036896
New Beetle	3VWRW3AG2AM036898
New Beetle	3VWRG3AG0AM036900
New Beetle	3VWRW3AG9AM036901
New Beetle	3VWRW3AG0AM036902
New Beetle	3VWRW3AG2AM036903
New Beetle	3VWRW3AG6AM036905
New Beetle	3VWRW3AGXAM036907
New Beetle	3VWPW3AG7AM036919
New Beetle	3VWPW3AG8AM036976
New Beetle	3VWRW3AG9AM036977
New Beetle	3VWPW3AG1AM036978
New Beetle	3VWPW3AG3AM036979
New Beetle	3VWRW3AG9AM036980
New Beetle	3VWPW3AG1AM036981
New Beetle	3VWPW3AG3AM036982
New Beetle	3VWPW3AG5AM036983
New Beetle	3VWPW3AG7AM036984

NOTE: Dealers can also check ElsaWeb to verify vehicle eligibility for this campaign. ElsaWeb is the only valid campaign inquiry and verification source.

Allocation Report of Affected Vehicles

Because Volkswagen will be proactively notifying the affected customers via telephone and first-class mail, electronic allocation lists will not be posted for this action.

Parts Information and Allocation

No parts will be allocated for this action because the remedy for the non-compliance is to replace affected vehicles.

Owner Notification Mailing

On or before February 01, 2011 Volkswagen will begin contacting all known owners of affected vehicles by telephone and by first class mail. A sample copy of the owner letter is enclosed.

Campaign Completion Labeling Guidelines

Vehicles replaced under this action are exempt from the campaign completion labeling guidelines; these vehicles **cannot** be offered for sale or lease and must be returned directly to Volkswagen.

Claim Entry Procedure

Dealers cannot submit claims under this action. Volkswagen will make vehicle replacement arrangements directly with customers on a per-vehicle basis.

Work Procedure – Safety Recall 63A5

If an affected vehicle arrives at a dealership for service, contact Brian Lindsay, VWGoA Mediation/Arbitration at (248) 754-3678.

Should your dealership be contacted by Volkswagen Mediation/Arbitration regarding an unsold (potential customer replacement vehicle) currently in new vehicle inventory, we ask that you please work with the Mediation/Arbitration if they request a vehicle to be put on hold for a customer. The Mediation/Arbitration department will provide you with all of the details.

Additionally, if a customer decides that they would like to take delivery of their new (replacement) vehicle at your dealership, you will be requested to participate in the repurchase/replacement process to facilitate the closing. The Mediation/Arbitration department will provide you with all of the details.

Customer Letter Example - United States Only

January 2011

<CUSTOMER NAME>
<CUSTOMER ADDRESS>
<CUSTOMER CITY STATE ZIPCODE>

Vehicle Identification Number (VIN): <VIN>

Subject: Compliance Recall 63A5/U5 – Non-Compliance with FMVSS 208 (Barrier Test Requirements)

Dear Volkswagen Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act. Volkswagen has decided that a small number of 2010 model year Volkswagen New Beetle and New Beetle vehicles fail to conform to the barrier test requirements of Federal Motor Vehicle Safety Standard No. 208, Occupant Crash Protection. Our records show that you are the owner of one of these vehicles.

What Is The Problem?

The affected vehicles do not meet the new FMVSS 208 barrier test requirements that went into effect on September 01, 2010. The final assembly of these vehicles took place during a brief period after the new regulation went into effect, but meet the requirements that ended on August 31, 2010.

What Will Volkswagen Do?

Volkswagen will offer to replace each affected vehicle with a comparable vehicle that was produced prior to September 01, 2010. This comparable replacement vehicle will meet the FMVSS 208 barrier test requirements that were in effect until August 31, 2010.

What We Would Like You to Do

Volkswagen will contact you via telephone to let you know about the replacement vehicles we have available. Once you have made your vehicle selection, we will work with you to complete the vehicle exchange as quickly as possible, at no cost to you. Because we would like you to have your new vehicle as soon as possible, we ask that you make your vehicle selection before February 28, 2011.

If, for some reason we are unable to locate a satisfactory replacement vehicle for you, you have the option of returning your vehicle to Volkswagen for a full refund of the purchase price. This transaction will be completed free of charge. If you choose this option, we ask that you let us know your decision before February 28, 2011.

Please note that after February 28, 2011, we will only be able to offer you the option of returning your vehicle to Volkswagen, minus any applicable depreciation. We will work with you to complete this transaction free of charge.

Lease Vehicles

If you are the lessor and registered owner of the vehicle identified in this action, the law requires you to forward this information immediately via first-class mail to the lessee within ten (10) days of receipt of this notification.

Have You Changed Your Address Or Sold The Vehicle?

If you have, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.

Service Help from Us

If Volkswagen fails or is unable to remedy the noncompliance free of charge within a reasonable time, please call or write to:

*Volkswagen of America, Inc.
Attn: Customer CARE Center – Hills East (63A5/U5)
3499 West Hamlin Road
Rochester Hills, MI 48309
1-800-893-5298*

If you still cannot obtain satisfaction, you may file a complaint with: The Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, SE., Washington, DC 20590; or call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

We apologize for any inconvenience this matter may cause; however we are taking this action to help ensure your safety and continued satisfaction with your vehicle. Thank you for driving a Volkswagen!

Sincerely,

Volkswagen Product Compliance

The information in this document is intended for use only by skilled technicians who have the proper tools, equipment and training to correctly and safely maintain your vehicle. These procedures are not intended to be attempted by "do-it-yourselfers," and you should not assume this document applies to your vehicle, or that your vehicle has the condition described. To determine whether this information applies, contact an authorized Volkswagen dealer. ©2011 Volkswagen Group of America, Inc. All Rights Reserved.

January 2011

UNITED STATES ONLY 63A5/U5 Page 2 of 2