



VOLKSWAGEN DEALERSHIP COMMUNICATION

Date: March 3, 2011

To: Dealer Principal, Service Manager, Parts Manager and Warranty Administrator

From: Service & Quality

Subject: Upcoming Voluntary Safety Recall 28G1
2010 Model Year Volkswagen Routan
Replacement of WIN Module

IMPORTANT NOTICE TO DEALERS - FOR IMMEDIATE DISTRIBUTION

Upcoming Voluntary Safety Recall 28G1 Replacement of WIN Module – 2010 MY Routan

Volkswagen has notified the NHTSA and Transport Canada of an upcoming safety recall affecting some 2010 model year Volkswagen Routan vehicles.

Campaign Code: 28G1

Launch Date: Anticipated to take place during April 2011

Problem Description: Some vehicles may experience inadvertent ignition key displacement from the RUN to accessory (ACC) position while driving, causing the engine to shut off and increasing the risk of a crash.

Corrective Action: Replace the WIN module.

Customer Mailing: Depending on parts availability, customer notification is anticipated to take place during April 2011.

Code Visibility Date: We anticipate that vehicles will show the campaign code open in ElsaWeb during April 2011. Until then, customers experiencing issues as described should be taken care of under warranty.

Circular Release Date: Repair instructions will be available in ElsaWeb and ServiceNet before the customer mailing takes place. Please ensure that all dealership personnel with campaign-related responsibilities have been provided with this important information.

Allocation List Release Date: Allocation lists will be available under My Dealership Reports on the VW Hub prior to customer notification, which we anticipate to take place during April 2011.

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 or Canadian Motor Vehicle Safety Standard or that contains a defect relating to motor vehicle safety.

Volkswagen Product Compliance

IMPORTANT!

To ensure that ALL of your personnel are aware of this action before receiving questions from any customer, please share this information with ALL personnel who have campaign-related responsibilities, including service writers, technicians, parts employees, warranty administrators, etc.



Frequently Asked Questions (FAQ) Safety Recall 28G1

SUMMARY

- **Campaign Code:** 28G1
- **Launch Date:** Anticipated for April 2011
- **Code Visibility Date:** Anticipated for April 2011
- **Customer Notification Date:** Anticipated for April 2011
- **Circular Release Date:** Anticipated for April 2011
- **Allocation List Release Date:** Anticipated for April 2011
- **Affected Vehicles:** 2010 model year Volkswagen Routan
- **Number of Vehicles Affected:**
 - USA: approximately 12,600
 - Canada: approximately 1,000
- **Problem Description:** Some vehicles may experience inadvertent ignition key displacement from the RUN to accessory (ACC) position while driving, causing the engine to shut off and increasing the risk of a crash.
- **Corrective Action:** Replace the WIN module on all affected vehicles.

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 or Canadian Motor Vehicle Safety Standard or that contains a defect relating to motor vehicle safety.

Can the vehicle be driven until it is repaired?

Yes, affected vehicles can continue to be driven as usual. As a precaution, customers are advised to remove all objects from the key fob (such as additional keys, key chains, etc.). This may help lessen the likelihood that the vehicle will experience the problem described in this recall. Additionally, the driver should ensure that the key is securely and correctly positioned in the RUN position before driving the vehicle.

Is a loaner vehicle being covered under this action?

No, a loaner vehicle cannot be charged to this action. Customers requiring a loaner vehicle should be covered under the existing alternative transportation program.

Is towing being covered under this action?

No, towing cannot be charged to this action. If towing is necessary, contact Volkswagen Roadside Assistance at 800-411-6688.

What is the customer notification plan?

Customer notification is anticipated to take place during April 2011.

If a customer paid out-of-pocket for expenses relating to this issue, can they apply for reimbursement under this campaign?

In the event that a customer incurred out-of-pocket expenses related to this campaign, they can apply for reimbursement. Customers should refer to the reimbursement instructions enclosed with their campaign notification letter, or they can contact Volkswagen Customer CARE directly for reimbursement instructions.

Who should dealers contact if they have additional questions?

Dealers with additional questions about this or any other campaign should contact Warranty. Press inquiries should be directed to Volkswagen Public Relations.

IMPORTANT!

This FAQ is intended to provide supplementary information regarding this action. For additional information, please refer to the campaign circular posted on ElsaWeb and ServiceNET. To ensure that ALL of your personnel are aware of this action before receiving questions from any customer, please share this information with ALL personnel who have campaign-related responsibilities, including service writers, technicians, parts employees, warranty administrators, etc.