



VOLKSWAGEN DEALERSHIP COMMUNICATION

Date: July 2012

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

Subject: Upcoming Compliance Recall 44K8 – United States Only
Tire Replacement
2012 MY Volkswagen Beetle

IMPORTANT NOTICE TO DEALERS - FOR IMMEDIATE DISTRIBUTION

Upcoming Compliance Recall 44K8

United States Only

Dear Volkswagen Dealer Principal, Service Manager, and Parts Manager:

We would like to inform you that Volkswagen has notified the NHTSA of an upcoming Compliance Recall. Please refer to the attached Campaign Data Sheet for additional information.

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.

If you have any questions or require additional assistance, please contact Warranty. As always, any press inquiries should be directed to Volkswagen Public Relations.

Volkswagen Product Compliance

Attachment: Campaign Data Sheet (1)



CAMPAIGN DATA SHEET

CAMPAIGN TYPE		COMPLIANCE RECALL
SAGA CODE		44K8
MARKET(S)		United States
AFFECTED VEHICLES		2012 MY Volkswagen Beetle
TOPIC		Tire Replacement
PROBLEM DESCRIPTION		Due to an error at the factory, the affected vehicles were produced with summer tires that are not in compliance with Federal Motor Vehicle Safety Standards 110 "Tire Selection & Rims" and 139 "New Pneumatic Tires for Light Vehicles."
CORRECTIVE ACTION		Replace the tires at no cost to customers.
CUSTOMER NOTIFICATION DATE		Anticipated September 2012
ELSAWEB VISIBILITY DATE		Anticipated September 2012
VIM VISIBILITY DATE		Anticipated September 2012
VEHICLE COUNT	TOTAL AFFECTED	USA: forty-six (46)
	DEALER INVENTORY	USA: 3
	CPO INVENTORY	USA: NONE
APPROXIMATE REPAIR TIME		100 TU
SPECIAL TOOLS NEEDED?		SEE CAMPAIGN CIRCULAR WORK INSTRUCTIONS WHEN AVAILABLE
PARTS REQUIRED		Tires, part number TBD
INITIAL PARTS ALLOCATION DATE		Due to the very small number of affected vehicles, tires will not be allocated for this action. Please refer to the campaign circular (when available) for ordering information.
TECHNICIAN TRAINING REQUIRED?		SEE CAMPAIGN CIRCULAR WORK INSTRUCTIONS WHEN AVAILABLE
EXPIRATION DATE		NONE
ADDITIONAL INFORMATION		Dealers with affected inventory have already been contacted via telephone. <i>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.</i>

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. See the campaign circular on ElsaWeb for the most current repair information. Refer to the campaign circular for complete repair and claiming instructions.