



## VOLKSWAGEN DEALERSHIP COMMUNICATION

Date: July 23, 2012

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

Subject: Upcoming Compliance Recall 44K8  
Tire Replacement  
2012 MY Volkswagen Beetle

### IMPORTANT NOTICE TO DEALERS - FOR IMMEDIATE DISTRIBUTION

## Upcoming Compliance Recall 44K8

Vehicles Added for U.S. Market & Canadian Vehicles Included

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

We would like to inform you that Volkswagen has notified the NHTSA of additional vehicles that have been added to upcoming Compliance Recall 44K8. Also, Volkswagen has notified Transport Canada that there are Canadian vehicles affected by this 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/Canadian 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

<b>CAMPAIGN TYPE</b>		<b>COMPLIANCE RECALL</b>
<b>SAGA CODE</b>		<b>44K8</b>
<b>MARKET(S)</b>		United States & Canada
<b>AFFECTED VEHICLES</b>		2012 MY Volkswagen Beetle
<b>TOPIC</b>		Tire Replacement
<b>PROBLEM DESCRIPTION</b>		<p><b>U.S.A.:</b> Due to an error at the factory, the affected vehicles were produced with summer tires that are possibly not in compliance with Federal Motor Vehicle Safety Standards 110 "Tire Selection &amp; Rims" and 139 "New Pneumatic Tires for Light Vehicles."</p> <p><b>Canada:</b> Due to an error at the factory, the affected vehicles were produced with summer tires that are possibly not in compliance with Safety Standard 109 "New Pneumatic &amp; Certain Specialty Tires" and CMVSS 110 "Tire Selection &amp; Rims for Motor Vehicles with a GVWR of 4 536 KG or Less."</p>
<b>CORRECTIVE ACTION</b>		Replace the tires at no cost to customers.
<b>CUSTOMER NOTIFICATION DATE</b>		Anticipated September 2012
<b>ELSAWEB VISIBILITY DATE</b>		Anticipated September 2012
<b>VIM VISIBILITY DATE</b>		Anticipated September 2012
<b>VEHICLE COUNT</b>	<b>TOTAL AFFECTED</b>	<b>USA: 83 CANADA: 34</b>
	<b>DEALER INVENTORY</b>	<b>USA: 4 CANADA: 1</b>
	<b>CPO INVENTORY</b>	<b>USA: NONE</b>
<b>APPROXIMATE REPAIR TIME</b>		100 TU
<b>SPECIAL TOOLS NEEDED?</b>		SEE CAMPAIGN CIRCULAR WORK INSTRUCTIONS WHEN AVAILABLE
<b>PARTS REQUIRED</b>		Tires, part number TBD
<b>INITIAL PARTS ALLOCATION DATE</b>		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.
<b>TECHNICIAN TRAINING REQUIRED?</b>		SEE CAMPAIGN CIRCULAR WORK INSTRUCTIONS WHEN AVAILABLE
<b>EXPIRATION DATE</b>		NONE
<b>ADDITIONAL INFORMATION</b>		<p>Dealers with affected inventory have already been contacted via telephone.</p> <p><b>Important Reminder on Vehicles Affected by Safety &amp; Compliance Recalls:</b>  <b>By law, dealers must correct, prior to delivery for sale or lease, any vehicle that fails to comply with an applicable Federal/Canadian Motor Vehicle Safety Standard or that contains a defect relating to motor vehicle safety.</b></p>

**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.