



VOLKSWAGEN DEALERSHIP COMMUNICATION

Date: September 2012

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

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

IMPORTANT NOTICE TO DEALERS - FOR IMMEDIATE DISTRIBUTION

Compliance Recall 44K8

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

We would like to inform you that Compliance Recall 44K8 has been launched. 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

CAMPAIGN TYPE		COMPLIANCE RECALL
SAGA CODE		44K8
MARKET(S)		United States & Canada
AFFECTED VEHICLES		2012 MY Volkswagen Beetle
TOPIC		Tire Replacement
PROBLEM DESCRIPTION		<p>U.S.A.: 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 & Rims" and 139 "New Pneumatic Tires for Light Vehicles."</p> <p>Canada: 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 & Certain Specialty Tires" and CMVSS 110 "Tire Selection & Rims for Motor Vehicles with a GVWR of 4 536 KG or Less."</p>
CORRECTIVE ACTION		Replace the tires at no cost to customers.
CUSTOMER NOTIFICATION DATE		September 11, 2012
ELSAWEB VISIBILITY DATE		September 11, 2012
VIM VISIBILITY DATE		September 11, 2012
VEHICLE COUNT	TOTAL AFFECTED	USA: 83 CANADA: 34
	DEALER INVENTORY	USA: 4 CANADA: 1
	CPO INVENTORY	NONE
APPROXIMATE REPAIR TIME		130 TU
SPECIAL TOOLS NEEDED?		SEE CAMPAIGN CIRCULAR WORK INSTRUCTIONS
PARTS REQUIRED		Four (4) Hankook 235/45R18 tires, SKU# 1010384
INITIAL PARTS ALLOCATION DATE		Due to the very small number of affected vehicles, tires will not be allocated for this action. See ordering instructions found in the 44K8 circular.
TECHNICIAN TRAINING REQUIRED?		SEE CAMPAIGN CIRCULAR WORK INSTRUCTIONS
EXPIRATION DATE		NONE
ADDITIONAL INFORMATION		<p>Dealers with affected inventory have already been contacted via telephone.</p> <p>Important Reminder on Vehicles Affected by Safety & Compliance Recalls: <i>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.</i></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.