



**Volkswagen**

**Takata Recall Campaign Communication**

**Toolkit for Dealers April 22, 2016**



**Volkswagen**

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**Volkswagen**

Dear Dealer Partners:

Last week we began mailing letters to the nearly 644,000 people whose Volkswagen is part of the Takata front airbag safety recall.

As you are aware, many other automakers are confronting similar issues with Takata manufactured airbag units. The unprecedented scope of this project has presented challenges in securing the necessary remedy. This means we do not have all the answers we want and the reality is we will have to wait for parts. While this will be challenging for all of us, it is essential we utilize the tools at our disposal to take care of the customer.

As the customers will look to you for information, this guide is designed to arm dealership personnel with the facts and solutions to alleviate customer concerns and anxiety.

On behalf of Volkswagen of America, thank you for your attention regarding this important issue and for your support and commitment to the Volkswagen brand.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark McNabb'.

Mark McNabb  
EVP, Chief Operating Officer

Volkswagen of America, Inc.  
2200 Ferdinand Porsche Drive  
Herndon, Virginia,  
20171  
<http://www.vw.com>

**IMPORTANT SAFETY RECALL**



Volkswagen of America, Inc.  
3800 Hamlin Road  
Auburn Hills, MI 48326

<MONTH YEAR>

<CUSTOMER NAME>

<CUSTOMER ADDRESS>

<CUSTOMER CITY STATE ZIPCODE>

**IMPORTANT!**

**SAFETY RECALL 69M9 – TAKATA SDI DRIVER FRONTAL AIRBAG**

This notice applies to your vehicle: <VIN>

NHTSA: 16V078

Your vehicle is identified as subject to the safety recall described in this letter. A **RECALL REPAIR IS NOT YET AVAILABLE**. You will receive a follow-up letter once it is confirmed that your dealer has parts & repair instructions available to address this safety recall.

Dear Volkswagen Customer,

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act. Volkswagen, based on information received from Takata, has decided that a defect, which relates to motor vehicle safety, exists in certain 2007-2014 model year Volkswagen vehicles equipped with a Takata SDI driver frontal airbag.

Takata has reported that the driver frontal airbag inflator could potentially rupture if the vehicle is involved in a crash where the frontal airbags are designed to deploy. In the event of an inflator rupture, metal fragments could pass through the air bag cushion material, which may result in serious injury or death to vehicle occupants.

While there are no known incidents of any ruptured SDI airbag inflators in any Volkswagen vehicle worldwide, we are planning to conduct this recall as a precautionary measure.

Our records show that you are the owner of a vehicle affected by this action.

Please note that at the present time we do not have replacement parts available. Volkswagen will notify you by another letter as soon as we can perform this recall on your vehicle.

*If you are the lessor and registered owner of the vehicle identified in this action, the law requires you to forward this letter immediately via first-class mail to the lessee within ten (10) days of receipt. If you have changed your address or sold the vehicle, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.*

69M9 VW USA

**IMPORTANT SAFETY RECALL**

To check your vehicle's eligibility for repair under this or any other recall/service campaign, please click on the *Look Up Recalls* link at [www.vw.com](http://www.vw.com) and enter your Vehicle Identification Number (VIN) into the *Recall/Service Campaign Lookup* tool.

If you should have any questions about this communication, please contact Customer CARE, Monday through Friday from 8AM to 10PM EST and Saturday from 9AM to 5PM EST by phone at 800-893-5298. You are also welcome to e-mail or chat through the "Contact Us" page <http://www.vw.com/contact/>.

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>.

Sincerely,

Volkswagen Customer Protection

*If you are the lessor and registered owner of the vehicle identified in this action, the law requires you to forward this letter immediately via first-class mail to the lessee within ten (10) days of receipt. If you have changed your address or sold the vehicle, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.*

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**IMPORTANT SAFETY RECALL**



Volkswagen of America, Inc.  
3800 Hamlin Road  
Auburn Hills, MI 48326

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

**IMPORTANT!**

**SAFETY RECALL 69M8 – TAKATA PSDI-5 DRIVER FRONTAL AIRBAG**

This notice applies to your vehicle: <VIN>

NHTSA: 16V079

Your vehicle is identified as subject to the safety recall described in this letter. A RECALL REPAIR IS NOT YET AVAILABLE. You will receive a follow-up letter once it is confirmed that your dealer has parts & repair instructions available to address this safety recall.

Dear Volkswagen Customer,

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act. Volkswagen, based on information received from Takata, has decided that a defect, which relates to motor vehicle safety, exists in certain 2006-2007 model year Volkswagen Passat sedan and Passat Wagon vehicles equipped with a Takata PSDI-5 driver frontal airbag.

Takata has reported that the driver frontal airbag inflator could potentially rupture if the vehicle is involved in a crash where the frontal airbags are designed to deploy. In the event of an inflator rupture, metal fragments could pass through the air bag cushion material, which may result in serious injury or death to vehicle occupants.

While there are no known incidents of any ruptured PSDI-5 airbag inflators in any Volkswagen vehicle worldwide, we are planning to conduct this recall as a precautionary measure.

Our records show that you are the owner of a vehicle affected by this action.

Please note that at the present time we do not have replacement parts available. Volkswagen will notify you by another letter as soon as we can perform this recall on your vehicle.

To check your vehicle's eligibility for repair under this or any other recall/service campaign, please click on the *Look Up Recalls* link at [www.vw.com](http://www.vw.com) and enter your Vehicle Identification Number (VIN) into the *Recall/Service Campaign Lookup* tool.

*If you are the lessor and registered owner of the vehicle identified in this action, the law requires you to forward this letter immediately via first-class mail to the lessee within ten (10) days of receipt. If you have changed your address or sold the vehicle, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.*

69M8 VW USA

**IMPORTANT SAFETY RECALL**

If you should have any questions about this communication, please contact Customer CARE, Monday through Friday from 8AM to 10PM EST and Saturday from 9AM to 5PM EST by phone at 800-893-5298. You are also welcome to e-mail or chat through the "Contact Us" page <http://www.vw.com/contact/>.

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>.

Sincerely,

Volkswagen Customer Protection

If you are the lessor and registered owner of the vehicle identified in this action, the law requires you to forward this letter immediately via first-class mail to the lessee within ten (10) days of receipt. If you have changed your address or sold the vehicle, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.

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## **Takata Dealer FAQ**

### **If a customer contacts you:**

Thank you for your inquiry regarding the current Takata front airbag safety recall. Volkswagen of America takes this issue seriously. Volkswagen has issued a recall for approximately 643,924 vehicles with the Takata SDI and PSDI-5 inflator for the driver frontal airbag. These vehicles cover model years 2006 to 2014. To date, Volkswagen is not aware of any ruptured SDI or PSDI-5 inflator in any Volkswagen vehicle worldwide. Given the size and scope of the action, we do not yet have a fixed date for replacement parts. Once they are available, owners will receive another letter with instructions on what to do to have the parts replaced.

While we recognize this may not answer all your questions, we hope it helps set the customer's expectation. We appreciate your patience as we work through this complex matter.

### **What vehicles are included in this recall?**

This recall pertains specifically to the Takata SDI and PSDI-5 inflator for the driver frontal airbag.

Affected Vehicles:

#### Takata SDI Inflators:

- ▶ Certain MY 2006-2007 Passat Sedan & Wagon

#### Takata PSDI-5 Inflators:

- ▶ Certain MY 2007-2010 Passat Sedan & Wagon
- ▶ Certain MY 2007-2010 Golf
- ▶ Certain MY 2009-2014 CC
- ▶ Certain MY 2009 GTI
- ▶ Certain MY 2010-2011 Cabrio
- ▶ Certain MY 2012-2014 Eos
- ▶ Certain MY 2012-2014 Passat Sedan

Models and model years not mentioned have driver-side front air bag systems that are excluded from this recall.

Additional information can also be found on: <http://www.safercar.gov/rs/takata/index.html>, <http://www.vw.com/owners-recalls/>, or <http://www.safercar.gov/rs/takata/takata-faq.html>.

### **What is the issue?**

Takata has stated that the driver frontal airbag inflator could rupture if the vehicle is involved in a crash where the frontal airbags are designed to deploy. In the event of an inflator rupture, metal fragments could pass through the air bag cushion material, which may result in serious injury or death to vehicle occupants.

Volkswagen is not aware of any ruptured SDI or PSDI-5 inflator in any Volkswagen vehicle worldwide.





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**Should I ask my dealer to deactivate my driver frontal airbag until it can be replaced?**

The National Highway Traffic Safety Administration (NHTSA) does not recommend this approach. Volkswagen dealers are not authorized to disconnect any airbag system as part of this safety recall action.

**Why was this recall announced before dealers are able to perform the repairs?**

Once a determination of safety defect or noncompliance is made, the law requires auto manufacturers to notify the government promptly – regardless of parts/repair availability, and then to notify customers.

**When do you expect parts to be available for this repair?**

Due to the scope and nature of this recall, parts supply information is not available yet.

**Are there any warnings that this condition exists?**

There is no way to detect if a car might have an airbag inflator potentially at risk of rupturing upon deployment in a crash.

If the airbag light is on in the customer's vehicle, it is not related to this recall issue. The problem should be diagnosed and repaired per normal operating process, and as soon as possible.

**How will I be informed of this recall?**

Once a repair and replacement parts are available, you will receive an additional letter directing them to schedule this repair with an authorized Volkswagen dealer.

This communication will be clearly marked as important safety information and have the Department of Transportation (DOT) and National Highway Traffic Safety Administration (NHTSA) logos.

**What measures will Volkswagen take to resolve this issue?**

Dealers will replace the airbag inflator in affected vehicles at no cost to our customers.

**Do I have to wait for a recall repair letter before I can have my vehicle fixed for this recall issue?**

Yes. Volkswagen is in the process of obtaining the necessary parts, tools and defining the procedure(s) to rectify this issue. Once this is available, you will be instructed to schedule an appointment with their dealer for repair.

**Is Volkswagen offering drivers of affected vehicles alternate transportation for this recall?**

No, Volkswagen is not offering alternate transportation at this time.



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## **Dealer Support Program**

A monthly payment will be made to dealerships for support of depreciation, floorplan expense, maintenance and storage of the trade-in vehicle until parts are available to repair the affected vehicle. Units eligible include, Used, CPO, expired mobility units and vehicles taken-in on trade.

The monthly payments are as follows:

Affected Model Year	Payment
2006-2012	\$250
2013-2014	\$300

Please reference Takata Support Program Bulletin V16UTFPS for specific details.

## **Who to Contact**

If you have any questions, comments or inquiries, please feel free to contact your Area team.

Please do not engage with the media regarding the Takata situation. In the event you receive a media inquiry or question, please refer them to Volkswagen of America Corporate Communications.

Mark Gillies  
Volkswagen of America  
o: 703-364-7104  
c: 571-230-6221  
[mark.gillies@vw.com](mailto:mark.gillies@vw.com)