

VWoA Compliance

From: Audi Communications
Sent: Friday, June 07, 2019 2:50 PM
To: VWoA Compliance
Subject: Dealer Communication: Safety Recall 93E8 (e-tron) – Dealer Toolkit Update



Dealer Communication

To: DP, GM, CPO, F&I, Parts, Sales, Service, Warranty
From: Audi Sales Operations

Safety Recall 93E8 (e-tron) – Dealer Toolkit Update

Dear Audi Dealers,

The following [Dealer "Toolkit"](#) is designed to provide Audi Dealers with a comprehensive reference guide detailing customer and dealer support programs specific to safety recall campaign 93E8 (HV Battery Charging Socket) for the Audi e-tron quattro.

Support Programs and Enhancements:

1. Audi Dealer Inventory Assistance Program: Audi Dealers will receive a monthly payment equal to 1% of MSRP for affected new e-tron VINs in their inventory until such time as the repair instructions and repair parts are made available. There is no action required on the part of the dealer. A program bulletin will be issued under separate cover.

2. Audi Courtesy Vehicle Support (93E8 only):

- Audi Dealers will not be charged a monthly fee for grounded e-tron Courtesy Vehicle service loaners administered by Audi Financial Services (AFS) and impacted by the recall. These vehicles must be on the ground and in dealer inventory to qualify. There is no action required on the part of the dealer. A program bulletin will be issued under separate cover.
- Audi Dealers may offer customers with an impacted e-tron, both delivered vehicles and reservations not delivered due to the stop sale, the opportunity to drive a Courtesy Vehicle service loaner from the dealer's existing service loaner fleet while awaiting repair of their impacted e-tron.
 - Audi Dealers must submit the attached claim form to the Audi Incentive Claims Portal detailing the VIN and Customer name of the impacted e-tron, as well as the VIN for the Mobility Service Loaner provided. A confirmed submission will trigger the suppression of the Monthly Service Loaner fee for the VIN submitted.
- Eligible customers electing to drive an Audi internal combustion engine (ICE) Courtesy Vehicle service loaner will receive a debit card loaded with a \$100 per week gas allowance (total of \$800) as administered by the Audi Customer Experience Center.
- Audi Dealers offering impacted customers a pick-up/delivery service for the Courtesy Vehicle Service Loaner can claim a dollar value of \$100 per pick-up delivery using the following SAGA claim information:

- Claim type: 1SP

- Service number: PUDL
- Outside Labor operation: PUDL1600
- Dollar Value: \$100

3. Complimentary Audi Care: Impacted customers will receive complimentary Audi Care on their affected e-tron or reimbursement of the cost of Audi Care if already purchased and funded. Further details will be communicated under separate cover at a later date.

4. Frequently Asked Questions (FAQs): A list of FAQs and Answers from the Audi Customer Protection team regarding recall 93E8 has been provided for your reference.

5. AFS Lease Extension Campaign: A reminder bulletin from AFS on the process for extending a maturing customer's current lease. This feature can help bridge the gap between the customer's scheduled maturity and the delivery of their repaired e-tron.

We will continue to update the toolkit as additional information becomes available. If you have any questions regarding these updates, please consult your Audi Area Team.

Our competitive advantage in the electric vehicle space is our dealer network. We thank you for patience, support, and cooperation in handling these customers with the utmost care.

Sincerely,
Audi Operations

Access the full toolkit on iAudi [here](#).

For more dealer communications, visit the [Communications](#) page on iAudi.

Audi of America | 2200 Ferdinand Porsche Drive, Herndon, VA 20171

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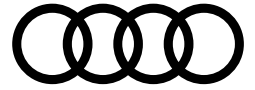


Safety Recall Campaign 93E8 – e-tron

Communication Toolkit for Dealers

June 7, 2019

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Audi of America, Inc. • 2200 Ferdinand Porsche Dr. • Herndon, VA 20171

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June 7, 2018

Audi of America

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We will continue to update the toolkit as additional information becomes available. If you have any questions regarding these updates, please consult your Audi Area Team.

Our competitive advantage in the electric vehicle space is our dealer network. We thank you for patience, support, and cooperation in handling these customers with the utmost care.

Sincerely,

Audi Operations



Audi

AUDI DEALER COMMUNICATION

Advance Notice & Stop-Sale – Safety Recall 93E8 / HV Battery Charging Socket

- This notice is for:**
- ✓ Dealer Principal
 - ✓ General Manager
 - ✓ Sales Managers
- ✓ Service Manager
 - ✓ Parts Manager
 - ✓ Service Advisor
- ✓ Warranty Administrator
 - ✓ Technicians

Date: June 07, 2019

Affected Vehicles

Country	Model Year	Vehicle	Vehicle Count
USA	2019	E-TRON QUATTRO	1,646

**Counts reflect overall recall population; some vehicles may have already been repaired. Check Campaigns/Actions screen in Elsa on the day of repair to verify that a VIN qualifies for repair under this action. Elsa is the only valid campaign inquiry & verification source.*

Issue: A potentially faulty seal may allow moisture to enter the high-voltage (HV) battery through the wiring between the HV battery charging socket and the high-voltage electronics. If this happens, the instrument cluster will display the message “Electrical system: fault.” and a warning will appear in the instrument panel. If moisture enters the high-voltage battery, there is a risk of a short circuit leading to a fire in the high-voltage system.

Dealer Actions – Stop-Sale Required

Check your daily campaign open inventory report or OMD for affected vehicles in inventory affected by this recall and stop-sale. Keep ALL affected vehicles in a secure area where they cannot be made available for sale, lease, trade or demo use until the recall repair has been performed.

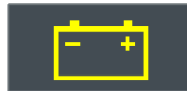
IMPORTANT REMINDER: VEHICLES AFFECTED BY SAFETY & COMPLIANCE RECALLS

New Vehicles in Dealer Inventory: It is a violation of federal law for a dealer to deliver a new motor vehicle or any new or used item of motor vehicle equipment (including a tire) covered by this notification under a sale or lease until the defect or noncompliance is remedied. 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.

Pre-Owned Vehicles in Dealer Inventory: Dealers should not deliver any pre-owned vehicles in their inventory which are involved in a safety or compliance recall until the defect has been remedied.

Precautions

Should either of the following warning lamps appear along with the message “**Electrical system: fault**”, **immediately stop, park the vehicle outdoors and do not charge it.**



Contact Audi Roadside Assistance at 800-411-9988 to make arrangements to have the vehicle towed to an authorized dealer for inspection/service without delay.

Dealers that receive customer vehicles where the message/lights have appeared should keep them in a secure, **outdoor** area until the recall repair has been performed. These vehicles must also be covered to protect the charging socket from moisture/rain.

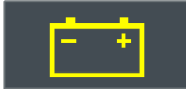

Owner Notification

Audi will begin contacting owners of affected vehicles via telephone on June 07, 2019 to inform them of this recall.

-END OF MESSAGE-

Ensure all dealership personnel are aware of this notice so they are able to address customer questions. Contact Warranty if you require additional assistance. Direct press inquiries to Audi Public Relations.

Frequently Asked Questions (FAQ)

ACTION SUMMARY	
Campaign	SAFETY RECALL 93E8
Action Status	<p>REPAIR NOT YET AVAILABLE</p> <p>All affected units in dealer inventory are under stop-sale until repaired</p> <p>Check your daily campaign open inventory report or OMD for affected vehicles in inventory affected by this recall and stop-sale.</p> <p>Keep ALL affected vehicles in a secure area where they cannot be made available for sale, lease, trade or demo use until the recall repair has been performed.</p>
Market(s)	USA
Affected Vehicles	Certain 2019 MY Audi e-tron
Problem Description	A potentially faulty seal may allow moisture to enter the high-voltage (HV) battery through the wiring between the HV battery charging socket and the high-voltage electronics. If this happens, the instrument cluster will display the message “Electrical system: fault.” and a warning will appear in the instrument panel. If moisture enters the high-voltage battery, there is a risk of a short circuit leading to a fire in the high-voltage system.
Precautions	<p>Please note! Should either of the following warning lights appear along with the message “Electrical system: fault”, <i>immediately stop, park the vehicle outdoors and do not charge it.</i> Contact Audi Roadside Assistance at 800-411-9988 to make arrangements to have the vehicle towed to an authorized dealer for inspection/service without delay. Towing will be FREE of charge.</p> <div style="display: flex; justify-content: center; gap: 20px;">   </div> <p>Dealers that receive customer vehicles where the message/lights have appeared should keep them in a secure, outdoor area until the recall repair has been performed. These vehicles must also be covered to protect the charging socket from moisture/rain.</p>

IMPORTANT REMINDER ON VEHICLES AFFECTED BY SAFETY & COMPLIANCE RECALLS

New Vehicles in Dealer Inventory: It is a violation of Federal law for a dealer to deliver a new motor vehicle or any new or used item of motor vehicle equipment (including a tire) covered by this notification under a sale or lease until the defect or noncompliance is remedied. 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.

Pre-Owned Vehicles in Dealer Inventory: Dealers should not deliver any pre-owned vehicles in their inventory which are involved in a safety or compliance recall until the defect has been remedied.

VIN Lookup Visibility - NHTSA safercar.gov and audiusa.com: On or about **June 07, 2019**, the campaign code will appear for affected vehicles in the VIN lookup tool(s). Customers can check a vehicle’s eligibility for repair under this or any other recall/service campaign by clicking on the **Look Up Recalls** link at

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.

www.audiusa.com and entering the Vehicle Identification Number (VIN).

What is the status of this recall repair?

The recall repair is not yet available.

Why has this recall been announced when dealers are not yet 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.

What if a customer requests that their vehicle be repaired immediately?

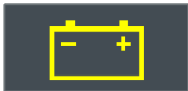
Any vehicle experiencing issues should be diagnosed/repared by an authorized dealer following existing repair guidelines.

If a vehicle is not currently experiencing any issues, please inform the customer that a repair solution is pending, and that they will receive formal notification via first-class mail once the repair is available. Once the customer receives formal notification, they may contact their authorized dealer to schedule the repair.

Are there any precautions that customers should take prior to having this campaign performed?

As with any safety recall, it's important to have an affected vehicle repaired by an authorized Audi dealer without delay. At this time, the recall repair is not available. Customers will be notified via first-class mail as soon as repairs can begin.

Please note! Should either of the following warning lights appear along with the message “**Electrical system: fault**”, ***immediately stop, park the vehicle outdoors and do not charge it***. Contact Audi Roadside Assistance at 800-411-9988 to make arrangements to have the vehicle towed to an authorized dealer for inspection/service without delay. Towing will be FREE of charge.



Dealers that receive customer vehicles where the message/lights have appeared should keep them in a secure, **outdoor** area until the recall repair has been performed. These vehicles must also be covered to protect the charging socket from moisture/rain.

Can a customer continue to drive their vehicle until the recall repair is available?

Yes, the customer can continue to drive the car.

Please note! Should either of the following warning lights appear along with the message “**Electrical system: fault**”, ***immediately stop, park the vehicle in the open and do not charge it***. Contact Audi Roadside Assistance at 800-411-9988 to make arrangements to have the vehicle towed to an authorized dealer for inspection/service without delay. Towing will be FREE of charge.



Dealers that receive customer vehicles where the message/lights have appeared should keep them in a secure, **outdoor** area until the recall repair has been performed. These vehicles must also be covered to protect the charging socket from moisture/rain.

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Is a loaner vehicle or towing assistance being covered under this action?

In the event a request is made, please follow existing alternate transportation/towing assistance guidelines to assist the customer. Charges for either service cannot be billed against this campaign but must be handled separate from the campaign. Towing will be FREE of charge to customers.

What should dealers do if they have any affected vehicles in inventory?

Effective immediately, all inventory vehicles affected by this safety recall are on stop-sale hold.

Dealers can use their most current OMD Web report to identify any affected vehicles that may be in their inventory. In the interest of customer safety and satisfaction, affected vehicles should be kept in a secure area where they cannot be made available for sale, lease, trade or demo use until this repair has been performed.

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 Audi Public Relations.

Is an owner reimbursement plan part of this recall?

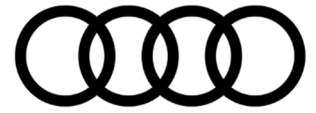
Due to the nature of this campaign, it is unlikely a customer will request reimbursement. However, any customer with questions about reimbursement should be directed to Audi Customer Experience/Relations.

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Safety Recall 93E8

Temporary Loaner Program



June 7, 2019 – July 31, 2019

**Temporary Loaner Program – Audi Incentives Claims Portal
Claim Form A19UETS1 or A19UETS2**

This claim form and all supporting documentation must be submitted via the Audi Incentives Claims Portal.

- 1. REQUIRED:** Customer must own, lease, or is pending delivery of a MY19 Audi e-tron impacted by the Safety Recall 93E8. Please confirm eligibility utilizing the Recall/Campaign check tool found on www.audiusa.com or <https://www.nhtsa.gov/recalls>
-AND-
- 2. REQUIRED:** Loaner vehicle must be active in the Audi Courtesy Vehicle Program administered by Audi Financial Services (AFS)
-AND-
- 3. REQUIRED:** This Program Claim Form must be completed and submitted via the Audi Incentives Claim Portal.
-AND-
- 4. REQUIRED:** A copy of the customer loaner agreement must be completed and submitted via the Audi Incentives Claim Portal.

Please complete the following information:

Customer Name:

Affected e-tron VIN:

Courtesy Vehicle VIN:

In Service Date:

Dealership Acknowledgement:

Authorized Dealership Signature

Date

Printed Name & Title

6 Digit Dealer Code



AFS Lease Extension

Audi Financial Services (AFS) would like to remind you that current AFS customers with maturing leases are eligible for a continuation of their current Audi lease for up to 12 months. This AFS lease feature can help you work with your customers to keep them in the Audi family by bridging the gap between the customer's scheduled maturity and the arrival of their new Audi.

How does the extension process work?

It's easy to initiate the lease extension process using one of two options:

- 1) Customers can contact the AFS End of Lease department at **(866) 277-8191**
OR
- 2) If the customer originated their lease at your dealership, you can enter the following information in the Maturity Manager notes section and request a lease extension. AFS will contact the customer and facilitate the process (example below):
 - Select "Send Request to AFS" and "Request lease extension"

In the text body, please type the following:

- Lease extension requested
- Model ordered with expected delivery date (if applicable)
- Number of months to extend
- Customer's preferred contact number

Enter Note:

Send Request To AFS Request Lease Extension

Lease extension requested - customer getting into new A8 with expected delivery September 2018. Customer will need 5 additional months. Best contact number is home phone

Submit Cancel