

Customer Letter Example (United States) Criteria 01 and 02 Transmission/Sunroof

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

Vehicle Identification Number (VIN): <VIN>

**Subject: Customer Satisfaction Campaign 37G6/K3
ECM/TCM Software Programming and Sunroof Wind Deflector
2011 Model Year Audi A8**

Dear Audi Owner:

As you know, the Audi A8 is truly the ultimate execution of Audi engineering. In the context of our efforts to continuously improve our customer satisfaction, we have developed updates for your A8 that we would like to install. We are making this available to you to ensure that you continue to drive the very best in Audi product quality and performance. As a valued customer, your satisfaction is our utmost priority.

What Will Audi Do

Based on market-driven customer feedback, and in order to increase the satisfaction of your driving experience, we would like to offer the following quality updates to you free of charge:

- Some customers have expressed dissatisfaction with the shift quality of the transmission in their vehicle while moving from a stop, between gears, or at low speeds. A software update for the ECM and TCM will be performed to help improve transmission shift quality.
- There may be an issue with the sunroof wind deflector that can cause the sunroof to be noisy while driving, or in some cases it may not close. A kit containing new wind deflector springs and mounting hardware will be installed to address and prevent this issue.

What We Would Like You to Do

Please contact your authorized Audi dealer to schedule a repair appointment at your convenience. This work can also be performed in conjunction with your next scheduled maintenance service. The repairs will take about two hours, and will be performed at no cost to you. Please keep in mind that your dealer may need additional time for the preparation of the repair, as well as to accommodate their daily workshop schedule.

When scheduling this service at your authorized Audi dealer, please keep in mind that this customer satisfaction campaign will only be available until February 28, 2015. After that date, dealers will not be able to perform the work for you free of charge.

IMPORTANT!

Please note that if the ECM/TCM in your vehicle has been “chipped,” “tuned,” or otherwise modified from original factory specifications with aftermarket components and/or software, work needed to repair, replace, or return the ECM/TCM to original factory specifications is NOT covered under this action.

Lease Vehicles

If you are the lessor and registered owner of the vehicle identified in this action, please forward this information immediately via first-class mail to the lessee within ten (10) days of receipt of this notification.

Have You Changed Your Address Or Sold The Vehicle?

If you have, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.

Service Help from Us

If your authorized Audi dealer fails or is unable to complete this work free of charge within a reasonable time, please call or write to:

*Audi of America, Inc.
Attn: Customer Relations (37G6/K3)
3800 Hamlin Road
Auburn Hills, MI 48326
1-866-892-2834*

We also invite you to visit our website at www.audiusa.com where you can check to see if this or any other action may be open on your vehicle.

We apologize for any inconvenience this matter may cause; however we are taking this action to help ensure your continued satisfaction with your vehicle. Thank you for your continued loyalty!

Sincerely,

Audi Product Quality & Technical Service

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Customer Letter Example (CANADA) Criteria 01 and 02 Transmission/Sunroof

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P.O. Box 842, Stn. A
Windsor, ON N9A 6P2
1-800-253-2834

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