

Customer Letter Example

<MONTH YEAR>

<CUSTOMER NAME>

<CUSTOMER ADDRESS>

<CUSTOMER CITY STATE ZIPCODE>

Vehicle Identification Number (VIN): <VIN>**Subject: Customer Satisfaction Campaign 91J1/L1
MMI In-Car Video Tutorials for Your Audi Vehicle**

Dear Audi Owner:

In our continuing quest to improve customer satisfaction, we have identified a need to further explain certain vehicle features and technologies which customers new to 2012 model year Audi vehicles may not be familiar with. Our records show that you are the owner of one of these vehicles.

Audi would like to invite you to bring your vehicle to your authorized Audi dealer to have video tutorials installed into your vehicle's MMI system. This work will be performed at no cost to you.

What Are Some of the Technology Features Covered in the MMI Video Tutorials?

These in-car tutorials address some of the most asked-about vehicle technology features (if equipped), such as:

- Bluetooth capabilities
- Voice recognition
- Vehicle controls & settings
- MMI Navigation Plus
- Massage & Memory seats
- Advanced seating system
- Automatic climate control
- Audi Connect
- Audi Pre Sense
- Audi Night Vision
- Bang & Olufsen sound system

If you would like additional assistance, your dealer will be happy to spend time familiarizing you with the video tutorials and any other vehicle features you would like to learn more about.

What We Would Like You to Do

Please contact your authorized Audi dealer to schedule a repair appointment at your earliest convenience. This work will take less than one hour, 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 work, as well as to accommodate their daily workshop schedule.

Please note that this action will be available through December 31, 2013, after which time it will expire and will no longer be performed as a customer satisfaction campaign.

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 (91J1/L1)
3800 Hamlin Road
Auburn Hills, MI 48326
1-800-253-2834

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

The information in this document is intended for use only by skilled technicians who have the proper tools, equipment and training to correctly and safely maintain your vehicle. These procedures are not intended to be attempted by "do-it-yourselfers," and you should not assume this document applies to your vehicle, or that your vehicle has the condition described. To determine whether this information applies, contact an authorized Audi dealer. ©2012 Audi of America LLC. All Rights Reserved.