Customer Letter Example (United States) - Criterion 01

(Diesel Fuel Only Labels, OM Insert – Audi A3)

<MONTH YEAR>

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

Vehicle Identification Number (VIN): <VIN>

Subject: Diesel Fuel Quality and Your Audi A3 TDI Clean Diesel

Dear Audi TDI Clean Diesel Owner,

As part of Audi's continued commitment to customer satisfaction and vehicle reliability, we are reaching out to all TDI Clean Diesel customers to help ensure awareness of how important diesel fuel quality is to the long-term performance of your TDI vehicle.

Your owner's manual contains important information about the diesel fuel to be used in your vehicle. Your TDI Clean Diesel engine has been specifically designed to operate on Ultra Low Sulfur Diesel fuel, according to the ASTM D975 standard.

Never let any gasoline, home heating oil or other such fuels get into the fuel tank of your TDI vehicle – even in small quantities.

Such improper fuels even at small amounts, as well as the other fluids or additives noted in your owner's manual, can cause serious damage to the fuel injection equipment and to the engine. This could lead to additional expense and will not be covered by any Audi New Vehicle Limited Warranty.

If you believe that the wrong fuel may be in your tank, **do not start the engine** and if you are driving **please stop driving as soon as possible** and contact your authorized Audi dealership or service station. Audi Customer Relations is always available to help and answer your questions at 1-800-253-2834.

As a reminder, we have also enclosed additional stickers to be attached to the inside of the fuel filler flap of your vehicle that serves as an alert to any friends or family members who borrow your TDI Clean Diesel vehicle, and any gas station personnel fueling your vehicle.

We strongly recommend that you affix these stickers to your vehicle as per the enclosed instructions. If you prefer, you may take the enclosed stickers to your dealer and request them to install these for you.

Your current owner's manual contains important information about the type of diesel fuel that can be used in your vehicle. To provide you with updated information, we are sending you an insert for your owner's manual that contains additional information regarding the proper fuel for your vehicle. Please add this insert to your owner's manual and please refer to it whenever you have questions or need additional information.

We hope you are enjoying the exceptional performance and fuel economy of your TDI Clean Diesel vehicle, and we wish you many more miles of driving pleasure. Thank you for your continued loyalty!

Sincerely,

<MONTH YEAR>

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

Vehicle Identification Number (VIN): <VIN>

Subject: Diesel Fuel Quality and Your Audi Q7 TDI Clean Diesel

Dear Audi TDI Clean Diesel Owner,

As part of Audi's continued commitment to customer satisfaction and vehicle reliability, we are reaching out to all TDI Clean Diesel customers to help ensure awareness of how important diesel fuel quality is to the long-term performance of your TDI vehicle.

Your owner's manual contains important information about the diesel fuel to be used in your vehicle. Your TDI Clean Diesel engine has been specifically designed to operate on Ultra Low Sulfur Diesel fuel, according to the ASTM D975 standard.

To help prevent misfueling with gasoline, the fuel filler neck on your Audi Q7 is equipped with a misfueling guard that only accepts fuel pump nozzles commonly used for diesel fuels.

Never let any gasoline, home heating oil or other such fuels get into the fuel tank of your TDI vehicle – even in small quantities.

Such improper fuels even at small amounts, as well as the other fluids or additives noted in your owner's manual, can cause serious damage to the fuel injection equipment and to the engine. This could lead to additional expense and will not be covered by any Audi New Vehicle Limited Warranty.

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Sincerely,

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Sincerely,

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 and Audi Canada. All Rights Reserved.

If there are questions regarding the work procedure:

- U.S. dealers, contact Warranty
- Canadian dealers, open an ATA ticket using concern group "Compliance/Recall Assistance (C)"

Required Parts:

United States – Diesel Fuel Information Kit Matrix					
CRITERIA	PART NUMBER	KIT CONTENTS	KIT COLOR CODE		
01	K8.USA.00001	Yellow DIESEL ONLY Labels (2) Owner's Manual Insert Instruction Sheet	GRAY		
02	K8.USA.00002	Yellow DIESEL ONLY Labels (2) Owner's Manual Insert Instruction Sheet	BROWN		

NOTE:

- Diesel Fuel Information Kits are available free of charge through the Compliance Label Ordering Portal at <u>www.accessaudi.com</u>.
- Each kit is colorcoded & corresponds to the criteria shown in ElsaWeb.

Canada – Diesel Fuel Information Kit Matrix					
CRITERIA	PART NUMBER	KIT CONTENTS	KIT COLOR CODE		
03	K8.CAN.00003	Yellow DIESEL ONLY Label Owner's Manual Insert Instruction Sheet	PINK		
04	K8.CAN.00004	Yellow DIESEL ONLY Label Owner's Manual Insert Instruction Sheet	GOLD		

Required Tools:

None

Work Procedure:



SECTION A: Identify Criteria and Check for Open Status

- Enter the VIN in ElsaWeb and proceed to the "Campaign/Action" screen.
- Tip: On the date of repair, print this screen and keep a copy with the repair order.
 - ⇐ Ensure that the Status is "Open" <arrow 2>.
 - Content Applicable Criteria ID for use in determining the correct work to be done and corresponding parts associated <arrow 1>.

SECTION B: Check for Diesel Information Kit Components

- Use ElsaWeb printout from day of repair to identify the Criterion applicable to vehicle.
- Refer to the Diesel Fuel Information Kit matrix found on page 7 of this circular to determine which kit component(s) should be present/installed.
 - Owner's manual supplement should be with other owner's manual literature.
 - Open the fuel door and inspect for presence of Yellow DIESEL ONLY label(s) (as applicable per Criteria).
- If all applicable components present, WORK IS COMPLETE.
- If any applicable component(s) not present,
 Continue to Section C.

SECTION C: Install Diesel Information Kit

• Identify the applicable Criteria ID and kit to use for the vehicle:

CRITERIA	KIT #	KIT COLOR CODE
01	K8.USA.00001	GRAY
02	K8.USA.00002	BROWN
03	K8.CAN.00003	PINK
04	K8.CAN.00004	GOLD

• Follow the installation instructions found in the kit.

WORK IS COMPLETE

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 and Audi Canada. All Rights Reserved.