

Audi of America, Inc.



Audi

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Date: October 26, 2012
To: All Audi Dealers, General Managers, Service Managers, Sales Managers, Parts Managers and Warranty Administrators
From: Audi Product Compliance
Subject: Upcoming Update 37H1
2013 Model Year Audi A8 and S8 with 4.0L TFSI
ECM and TCM Software Update

In an effort to increase the initial quality of our vehicles and to deliver Kundenbegeisterung to our customers, we are initiating an Update for some 2013 model year Audi A8 and S8 vehicles equipped with the 4.0L TFSI engine. It is essential that this Update be completed prior to delivery to the customer.

The completion of this Update is critical in helping Audi achieve success in the 2013 J.D. Power and Associates Initial Quality Survey (IQS), which opens officially on November 1, 2012. **Because this Update directly impacts a customer's driving experience; failure to complete the Update prior to vehicle delivery will likely be reflected in the 2013 IQS responses.**

To identify any vehicles in your inventory that are affected by this Update, please run the "New Vehicle Inventory Open Campaign/Action Listing" report. This report is located within the AIM system and also in My Dealership Reports under the Service section. You can also refer to the ElsaWeb campaign/action screen for confirmation of whether the Update applies to each specific vehicle.

How many vehicles are affected?

There are 474 Audi vehicles affected in the U.S. by this Update. Of the affected vehicles, 307 are in New Vehicle Inventory. There are no affected CPO vehicles in inventory.

What is the issue?

On certain Audi A8 and S8 vehicles with 4.0L engines, shifting operation of the gearbox may feel uncomfortable.

What does the repair procedure involve?

Update the ECM and TCM software to the latest level.

When will the Update be available?

This Update will be visible in ElsaWeb and ServiceNet on October 30, 2012.

Consistent with general Audi corporate policy governing Updates, Audi is not notifying consumers. (Updates differ from recalls and service actions; consumers are notified in writing of recalls and service actions.) Each vehicle should be completed when it is in to the dealer for maintenance or any other service visit. Dealer stock vehicles **cannot, however, be delivered** to consumers until the Update is completed.

Thank you for your cooperation and assistance in this important matter.