



## VOLKSWAGEN DEALERSHIP COMMUNICATION

To: **Dealer Principals, General Managers,  
Sales & Service Managers**

Robert Martell Name

Vice-President,  
Customer Experience Title

Marc Trahan Name

Exec. Vice-President  
Group Quality Title

Subject: **Update on 2012 / 2013 Beetle Windows**

VW Brand Department

September 26 , 2012 Date

Following-up our letter of September 14<sup>th</sup>, we would like to provide you with an update on the parts supply and service repair solution to resolve the Beetle window issue.

As previously communicated, our repair priority for these vehicles is:

1. Customer vehicles that have experienced the issue
2. Dealer inventory and port stock
3. Customer vehicles that have not experience the issue

We have already completed the repair of more than 100 customer vehicles and this activity has been targeted in selected hot weather markets where the volume of impacted customers was the most significant. It's important that dealership continue to open VTA tickets for customers who are in need of this repair so we can best direct the priority of parts shipments when we progress to repair activities on a larger scale. VTA tickets are the only way we will have visibility of your needs.

We are targeting the week of October 8<sup>th</sup> for the launch of a Technical Service Bulletin and shipment of parts that will enable dealerships to begin repairing customer cars that have experienced the window issue. The repair procedure is fairly detailed and we are taking the extra step to provide dealerships with a video and a special tool that will help guide technicians through the repair process. That means within two weeks you will begin to receive replacement parts, a video, and detailed repair instructions.

In addition to this initial activity directed at customer vehicles, we will simultaneously launch a "Required Vehicle Update" for unsold vehicles in dealership inventory. Regarding customer vehicles that have not experienced the window issue, we will provide a subsequent communication on our plans as soon as the parts supply and logistics are confirmed.

Thank you for your continued patience and support as we make progress with this issue.

Sincerely,

Robert Martell

Marc Trahan