



Warranty Information

SAGA Communication

Number: VWS-12-02

**Subject: Volkswagen Amenity Subsidy Program - Revised
(US Dealers)**

Date: Oct. 1, 2012

This document conveys
Volkswagen SAGA information.

Revised due to the extension of the program until December 31, 2012.

Program Summary

Volkswagen announced a new short-term program that reimburses Dealers \$20 per repair order when model year 2010 – 2013 Volkswagen customers bring in their vehicle for repair / maintenance and are

1. provided with a qualifying current Volkswagen Service Loaner (defined as up to one-year-old with less than 36,000 miles) AND
2. their vehicle receives a wash and vacuum.

Program Period

This program remains in effect until **December 31, 2012**. Claims for the \$20 Amenity Subsidy must have a Repair Date on or before **December 31, 2012** and must be submitted by **January 31, 2012**.

Models Covered

Volkswagen model year 2010 – 2013 vehicles.

Qualifying Loaner Vehicles

- ▶ Qualifying loaner vehicles must be sourced through one of Volkswagen's three loaner programs: the Volkswagen Service Loaner Program (VSLP), Lease Plan or VW Fleet (Enterprise).
- ▶ The loaner vehicle provided to the customer must be current (up to one-year-old with less than 36,000 miles).
- ▶ Used Volkswagens and CPO vehicles are not eligible as loaners.

Program Clarification

The Amenity Subsidy Program allows Dealers to claim a \$20 subsidy for providing a qualifying current Volkswagen Service Loaner and washing and vacuuming a customer's vehicle regardless if the conditions of providing the service loaner are reimbursable under warranty policy or not. In other words, if the Dealer provides a current VW service loaner which is not eligible for reimbursement under Volkswagen warranty policy and washes and vacuums the customer's vehicle, the \$20 Amenity Subsidy may be claimed, but the daily reimbursement allowance for the service loaner may not be claimed. See examples on page 2.

The Amenity Subsidy Program Does Not:

- ▶ Allow Dealers to claim an additional \$20 per day loaner reimbursement. The maximum reimbursement rate for a Volkswagen Service Loaner that meets warranty reimbursement requirements remains at \$35 per day.
- ▶ Broaden or expand any of the existing provisions of the loaner vehicle reimbursement policy (see Section 3.31.3 *Loaner Vehicles* of the *Volkswagen Warranty Policies and Procedures Manual*).



Warranty Information

Example 1

- ▶ A customer owning a 2010 model year Volkswagen brings their vehicle to the dealership for service. Their vehicle is still within the terms of the New Vehicle Limited Warranty and the repair takes more than one full working day to complete. The Dealer provides the customer with a current Volkswagen Service Loaner and washes and vacuums the repaired vehicle before returning it to the customer.
- ▶ The Dealer may process a claim for the cost of the warranty repair, a loaner claim for \$35 per day and an amenity subsidy claim for \$20.

Example 2

- ▶ A customer owning a 2010 model year Volkswagen brings their vehicle to the dealership for a 30,000 mile maintenance service. Their vehicle is still within the terms of the New Vehicle Limited Warranty. The Dealer provides the customer with a current Volkswagen Service Loaner and washes and vacuums the customer's vehicle before returning it to the customer.
- ▶ The Dealer may process a claim for the cost of the maintenance service and an amenity subsidy claim for \$20. No loaner claim is allowed for a maintenance service.

Example 3

- ▶ A customer owning a 2010 model year Volkswagen brings their vehicle to the dealership for service. Their vehicle is still within the terms of the New Vehicle Limited Warranty and the repair takes more than one full working day to complete. The Dealer provides the customer with a loaner vehicle that is not a Volkswagen and washes and vacuums the repaired vehicle before returning it to the customer.
- ▶ The Dealer may process a claim for the cost of the warranty repair and a loaner claim for \$25 per day. The \$20 amenity subsidy *may not* be claimed since a non-VW loaner was provided to the customer.

Example 4

- ▶ A customer owning a 2010 model year Volkswagen brings their vehicle to the dealership for service. Their vehicle is still within the terms of the New Vehicle Limited Warranty and the repair takes more than one full working day to complete. The Dealer provides the customer with a VW loaner vehicle with 50,000 miles on it and washes and vacuums the repaired vehicle before returning it to the customer.
- ▶ The Dealer may process a claim for the cost of the warranty repair and a loaner claim for \$35 per day. The \$20 amenity subsidy *may not* be claimed since the VW service loaner provided to the customer was not a current model under the terms of the Amenity Subsidy Program.

SAGA Claim Information for the Amenity Subsidy

A new claim line is added to the repair order and a signed Loaner Agreement must be attached to the repair order. Use the following claim procedure:

Amenity Subsidy

Claim Type	1SP	Warranty Special Claim
Service Number	X109	VW Amenity
Damage Code	0055	Repair as instructed
Damage Location	Blank	Must be blank
Part Manufacturer Code	K21/USM	USM (Routan only)
Outside Labor Operation	X109US00	Maximum claim amount = \$20.00
Causal Indicator	Select Outside Labor Operation	

Audit



Warranty Information

Volkswagen intends to match claims under this program against the Customer Experience Survey (CES) for the Service questions, "Were you offered a Volkswagen loaner?" and "Rate the condition of your vehicle upon return to you". In cases where Dealer claims are found to be invalid, all Amenity Subsidy claims from that Dealer will be subject to chargeback for the entire month.

Questions

For any questions regarding the Amenity Subsidy Program, please contact your Warranty Field Specialist or the Warranty Helpline at 866-306-8447 or warranty.helpline@vw.com.