



# Warranty Information

## Policies and Procedures Bulletin

Number: VWP-12-15

Subject: Changes to the Carefree Maintenance Program for the  
Volkswagen DoubleCheck  
(US Dealers)

Date: Nov. 21, 2012

This document modifies the  
Volkswagen Warranty Policies  
and Procedures Manual.

### POLICY MODIFICATION

Section 3.32.2 VOLKSWAGEN CAREFREE MAINTENANCE AND VOLKSWAGEN PROTECTION PLUS PROGRAM (NO CHARGE SCHEDULED MAINTENANCE PROGRAMS) of the Volkswagen Warranty Policies and Procedures Manual is being modified due to the introduction of Volkswagen DoubleCheck.

Volkswagen has re-defined the *Courtesy Vehicle Check* and has re-named it to the *Volkswagen DoubleCheck*. Refer to the attached Volkswagen DoubleCheck announcement for additional details.

The modifications to Section 3.32.2 are shown below.

#### Volkswagen Carefree Maintenance:

- ▶ Applies exclusively to 2009 - 2013 model year vehicles
- ▶ Coverage includes:
  - Volkswagen DoubleCheck within 30 days of the vehicle's in-service date, regardless of mileage  
Note: Maintenance claims for the Volkswagen DoubleCheck can be processed in SAGA up to 90 days from the vehicle's in-service date, regardless of mileage
  - ~~A Courtesy Vehicle Check within 90 days or 6,000 miles, whichever occurs first, of the vehicle's in-service date~~  
Note: ~~Maintenance claims for the Courtesy Vehicle Check can be processed in SAGA up to 6 months or 6,000 miles, whichever occurs first, from the vehicle's in-service date~~
  - The manufacturer's required scheduled maintenance services listed in the maintenance section of the *Warranty and Maintenance* booklet for 3 years or 36,000 miles, whichever occurs first, from the vehicle's in-service date

All other provisions of Section 3.32.2 are unchanged and remain in effect. This policy modification will be incorporated into the next revision of the *Volkswagen Warranty Policies and Procedures Manual*.

### EFFECTIVE DATE

This policy modification is effective immediately.

### QUESTIONS

For any questions regarding this warranty policy modification, please contact the Warranty Helpline at 1-866-306-8447 or [warranty.helpline@vw.com](mailto:warranty.helpline@vw.com).



## Volkswagen DoubleCheck



### Volkswagen DoubleCheck: Doing Your Part!

You are probably well aware of the Courtesy Vehicle Check. Volkswagen DoubleCheck is a revised version of that program. If a customer waits 90 days for the Courtesy Vehicle Check, they are less apt to return and more likely to become frustrated with a feature they don't understand. We want our customers to enjoy their Volkswagen and appreciate you more; that's why we're introducing the 30-day Volkswagen DoubleCheck. This is not a new program; it's an enhanced and improved program.

Getting a customer back to the dealership for a "second delivery" provides an opportunity to improve customer satisfaction with your dealership. If done correctly, the customer will have a better impression of your dealership, their vehicle and the brand. They will have a better understanding of their vehicle's features and functions. They will have comfort in the knowledge that their vehicle is working correctly, and that you have their best interests in mind. You and your dealership benefit from having an additional customer contact, cementing the relationship with the customer, and creating the idea that they can come to the dealership for information or assistance without being sold something.

We each have an important role in making Volkswagen DoubleCheck a success. The links in this email direct you to Job Aids that provide a guide to your duties as a Sales or After Sales professional, the not-to-miss topics that you should discuss with your customer, and where you can go for additional resources to keep you at the top of your game.



The Volkswagen DoubleCheck is designed to give the customer a good feeling about your dealership and their vehicle purchase. Make it a pleasant, efficient and useful meeting with the customer and you'll help keep that customer coming back for future sales and service visits.

Sincerely,

Don Stephenson  
Vice President  
Volkswagen Customer Experience



# DoubleCheck



Das Auto.

## Volkswagen DoubleCheck: Doing Your Part!

Just as in performing a PDI, we all have important roles when it comes to the Volkswagen DoubleCheck. The execution of these roles determines where the Volkswagen DoubleCheck provides true value to the customer beyond just topping up fluids and checking the vehicle. Your customer's time is valuable, and they must have sufficient motivation to take the time to return to the dealership for something that they might not feel is essential. Presenting the Volkswagen DoubleCheck at the correct time, describing the benefits of the program, and covering the important topics when the customer arrives at your dealership, builds value in you and your dealership.

### Sales:

As a Sales Consultant, it's essential for you to encourage the customer to return to the dealership for this important interaction:

- Bring up the Volkswagen DoubleCheck when you introduce the customer to the Service Department personnel
- Work together with the Service Consultant or Service Manager to convince the customer to return to the dealership in about 30 days for the Volkswagen DoubleCheck
- Explain to the customer that the service is free
- No sales pitch for additional accessories or service
- Check vehicle operation
- Check fluid levels
- Discuss any issues or concerns the customer has about their vehicle – we love cars, especially Volkswagens and love an opportunity to talk about them

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## Service Consultant:

When the customer returns for the Volkswagen DoubleCheck:

- Check for missing vehicle Updates before the customer arrives
- Check vehicle operation
- Engage the customer and lead a discussion about how the customer has enjoyed their new vehicle, and what, if any, issues have arisen
- The key step in this process is asking about the top IQS issues and making certain the customer is comfortable with the operation of their vehicle and fully understands how to operate these features. Specifically, those features are:
  - o Hands-free Communication
  - o DSG transmission
  - o Air Conditioning
  - o Manual seats
  - o Navigation
  - o Cruise control
  - o Audio/Entertainment

The Volkswagen-Double-Check is designed to give the customer a good feeling about your dealership, and their vehicle purchase. Make it a pleasant, efficient and useful meeting, and you'll help to keep that customer coming back for future sales and service visits.

## Warranty Claim Information:

Changes regarding the Warranty claim procedure will be communicated through an appropriate Warranty Bulletin on November 21, 2012.

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## Volkswagen DoubleCheck: Not to Miss Topics

When the customer returns for their Volkswagen DoubleCheck, it is important for you to engage them in a discussion about their new vehicle, and what, if any, issues have arisen. The most important step in this process is to talk with them about the top IQS issues and make certain they are comfortable with the operation of their vehicle and fully understand how to operate these features. There are a number of key, not to miss topics that should be covered with the customer:

### Jetta:

- Bluetooth pairing and hands-free communication
- Climate controls
- Cruise control
- Audio controls
- Wiper controls

### Passat:

- Bluetooth pairing and hands-free communication
- DSG transmission
- Climate controls
- Cruise control
- Audio controls

### Beetle:

- Bluetooth pairing and hands-free communication
- Cruise control
- Setting the clock
- Hatch operation

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## CC:

- Bluetooth pairing and hands-free communication
- DSG transmission
- Climate controls
- Cruise control
- Setting the clock
- Pivoting logo for trunk operation

## Tiguan:

- Bluetooth pairing and hands-free communication
- Climate controls
- Cruise control
- Hatch operation
- Wiper controls

## Eos:

- Bluetooth pairing and hands-free communication
- Climate controls
- Convertible top, wind deflector, and sunroof controls
- Easy-entry seats

## Golf and GTI:

- Bluetooth pairing and hands-free communication
- DSG transmission
- Climate controls
- Cruise control
- Wiper controls

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## Touareg:

- Bluetooth pairing and hands-free communication
- Cruise control
- Wiper controls
- Memory seats

If done correctly, your customer will have a better impression of your dealership and their vehicle. They will have a better understanding of their vehicle's features and functions. They will have comfort in the knowledge that their vehicle is working correctly, and that the dealership has their best interests in mind.

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## Volkswagen DoubleCheck: Continuous Improvement

No matter what your profession, you have to work to stay on top of your craft. Even the best golfer works continuously to improve his or her swing. Doctors work to stay on top of the latest medical advances and lawyers study cases to determine new legal precedent. As a Volkswagen dealership professional, you have to do the same. When your customers come in for their **Volkswagen DoubleCheck**, you must have the right answers. And like any other professional, you need to know where to go for the latest information. Volkswagen is here to help with numerous resources to help you stay current with the latest information:

- VW IQ
- Model specific Owner's Manuals
- Model specific Quick Start Guides
- VW.com
- Know Your Volkswagen informational site
- VW.com/Bluetooth
- Vwwebsource.com

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