

Audi of America, Inc.



Audi of America, Inc.
3800 Hamlin Road
Auburn Hills, MI 48326
+1 248 754 5000
www.audiusa.com

Date: June 2012
Subject: Customer Satisfaction Campaign 91J1
MMI Video Tutorials
2012 MY Audi A6, A7, A8

Dear Audi Dealer Principal, Service Manager, and Parts Manager:

We would like to inform you of Customer Satisfaction Campaign 91J1. Please refer to the attached Campaign Data Sheet for additional information.

If you have any questions or require additional assistance, please contact Warranty. As always, any press inquiries should be directed to Audi Public Relations.

Audi Product Compliance

Attachment: Campaign Data Sheet (1)



Audi

CAMPAIGN DATA SHEET

CAMPAIGN TYPE		CUSTOMER SATISFACTION CAMPAIGN
SAGA CODE		91J1
MARKET(S)		United States Only
AFFECTED VEHICLES		2012 MY Audi A6, A7, A8
TOPIC		MMI Video Tutorials
PROBLEM DESCRIPTION		Audi has identified a need to further explain certain vehicle features and technologies which customers who are new to the brand may not be familiar with.
CORRECTIVE ACTION		Install video tutorials into the MMI.
CUSTOMER NOTIFICATION DATE		On or about June 19, 2012
ELSAWEB VISIBILITY DATE		June 19, 2012
AIM VISIBILITY DATE		June 19, 2012
CAMPAIGN VEHICLE COUNT	TOTAL AFFECTED	1,200
	DEALER INVENTORY	328
	CPO INVENTORY	0
APPROXIMATE REPAIR TIME		Up to 50 TU
SPECIAL TOOLS NEEDED?		Programming CDs will be sent to Service Manager's attention. Technicians should ensure correct CD is used when updating vehicle.
PARTS REQUIRED		NONE – Software Update Only
INITIAL PARTS ALLOCATION DATE		NONE – SEE CAMPAIGN CIRCULAR WORK INSTRUCTIONS
TECHNICIAN TRAINING REQUIRED?		NONE – SEE CAMPAIGN CIRCULAR WORK INSTRUCTIONS
EXPIRATION DATE		December 31, 2013
ADDITIONAL INFORMATION		Dealers are asked to set aside some time to become familiar with the video content. Additionally, we ask dealers to take the appropriate time with your customers during vehicle delivery and/or after this repair has been completed to explain these features (as appropriate to their vehicle), making them aware of these new in-car video tutorials. There are two different CDs used in this action. One CD is only for Audi A6 & A7, the other is only for Audi A8. Technicians must ensure the correct CD is used when performing this action. Using the incorrect CD will result in the wrong video tutorials being installed in a vehicle. Extra time to correct an improper installation is not covered under this action.

IMPORTANT! To ensure that ALL of your personnel are aware of this action before receiving questions from any customer, please share this information with ALL personnel who have campaign-related responsibilities, including service writers, technicians, parts employees, warranty administrators, etc. See the campaign circular on ElsaWeb for the most current repair information. Refer to the campaign circular for complete repair and claiming instructions.



Frequently Asked Questions (FAQ) Customer Satisfaction Campaign 91J1 – **USA ONLY**

SUMMARY

- **Campaign Code:** 91J1
- **Launch Date:** On or about June 19, 2012
- **Code Visibility Date:** On or about June 19, 2012
- **Customer Notification Date:** On or about June 19, 2012
- **Circular Release Date:** On or about June 19, 2012
- **Allocation List Release Date:** On or about June 19, 2012

■ **Affected Vehicles:**

United States: 2012 MY Audi A6, A7 and A8

Number of Vehicles Affected:

USA: approximately 1,200

Problem Description: Audi has identified a need to further explain certain vehicle features and technologies which customers who are new to the brand may not be familiar with.

Corrective Action: Install video tutorials into the MMI.

Campaign Expiration Date: December 31, 2013

Why is Audi launching this action?

As an expanding premium brand, Audi continues to acquire conquest customers from our competitors. In our continuing quest to improve customer satisfaction, we've identified a need to further explain certain vehicle features and technologies which customers who are new to the brand may not be familiar with.

How is this Customer Satisfaction Campaign different from the port actions that were done earlier this year?

Thus far, ports have been installing this additional feature on MY 2012 Audi A6, A7, and A8 models. Early indication of feedback by our customers shows that approximately 70% are using the tutorials and find them to be helpful.

The port programs were interrupted for a brief period between March 29 and April 13, 2012. As of April 13, the upload through the port is reinstated and currently active. Vehicles that passed through the ports during the interruption window did not have the MMI video tutorials installed. Since these tutorials have proven to have a very positive impact on customer satisfaction, Audi would like to ensure that the vehicles from that are updated, so that those customers might also experience the benefits of the video tutorials.

As of May vehicle production, a DVD will be added to the US owner's manual package. The content will be slightly edited for the MY 2012 A6, A7, and A8 to be more user-friendly. These vehicles will be on US shores between the end of May through mid-June, depending on vessel schedules. At that time, the port action will be discontinued and the DVD will replace the upload of videos.

What do technicians need to be aware of when performing this campaign?

There are two different CDs that will be sent to the Service Manager's attention prior to campaign release. One CD is only for Audi A6 and A7 vehicles, and the other is only for Audi A8 vehicles. Technicians must ensure that the correct CD is used when performing this campaign. Using the incorrect CD will result in the wrong video tutorials being installed in a vehicle. Extra time to correct an improper installation is not covered under this action.

IMPORTANT!

This FAQ is intended to provide supplementary information regarding this action. For additional information, please refer to the campaign circular posted on ElsaWeb and ServiceNet. To ensure that ALL of your personnel are aware of this action before receiving questions from any customer, please share this information with ALL personnel who have campaign-related responsibilities, including service writers, technicians, parts employees, warranty administrators, etc.

What technology features do the in-car video tutorials address?

These in-car tutorials address some of the most asked-about vehicle technology features (if equipped), such as:

- Bluetooth capabilities
- Voice recognition
- Vehicle controls & settings
- MMI Navigation Plus
- Massage & Memory seats
- Advanced seating system
- Automatic climate control
- Audi Connect
- Audi Pre Sense
- Audi Night Vision
- Bang & Olufsen sound system

All dealers are asked to set aside some time to become familiar with the video content. Additionally, we ask dealers to take the appropriate time with your customers during vehicle delivery and/or after this repair has been completed to explain these features (as appropriate to their vehicle), making them aware of these new in-car video tutorials.

Is a loaner vehicle being covered under this action?

Loaner vehicles are not covered under this action. Customers requiring a loaner vehicle should be covered under the existing alternative transportation program.

Is towing being covered under this action?

No.

What is the customer notification plan?

Customer notification is anticipated to take place on or about June 19, 2012.

Who should dealers contact if they have additional questions?

Dealers with additional questions about this or any other campaign should contact Warranty. Press inquiries should be directed to Audi Public Relations.

IMPORTANT!

This FAQ is intended to provide supplementary information regarding this action. For additional information, please refer to the campaign circular posted on ElsaWeb and ServiceNet. To ensure that ALL of your personnel are aware of this action before receiving questions from any customer, please share this information with ALL personnel who have campaign-related responsibilities, including service writers, technicians, parts employees, warranty administrators, etc.

IMPORTANT INFORMATION

Please inform and provide a copy of this document to every person in your dealership with campaign-related responsibilities, including Service, Parts and Accounting personnel. By law, dealers must correct, prior to delivery for sale or lease, any vehicle that fails to comply with an applicable Federal Motor Vehicle Safety Standard or that contains a defect relating to motor vehicle safety. If you have questions regarding this or any other campaign, please contact Warranty



Customer Satisfaction Campaign

Code: 91J1

Subject: 2012 Model Year Audi A6, A7 and A8
MMI Video Tutorials

UNITED STATES ONLY

June 19, 2012

Problem Description

Audi has identified a need to further explain certain vehicle features and technologies which customers who are new to the brand may not be familiar with.

Corrective Action

Install video tutorials into the MMI.

VIN Ranges & Production Dates

NOTE:

- *ElsaWeb is the only valid campaign inquiry/verification source. Check ElsaWeb on the day the campaign work will be performed to verify vehicle eligibility for the repair in order to receive claim payment consideration. Campaign status must show "open".*
- *If this repair appears to have already been performed on the vehicle but the code still shows open in ElsaWeb, contact Warranty before proceeding further. Another dealer may have recently performed this repair but not yet entered a claim for it in the system.*
- *ElsaWeb may also show additional open action(s); if so, inform your customer - this work can be done while the vehicle is in for this campaign.*
- *Contact Warranty if you have any questions.*

2012 Audi A6/A7

WAU__ _FC_CN026834 - WAU__ _FC_CN150296

Production dates: August 8, 2011 – March 22, 2012

2012 Audi A8

WAU__ _AFD_CN004783 - WAU__ _AFD_CN030127

Production dates: July 8, 2011 – March 21, 2012

NOTE: The VIN range is a general range of vehicles that may be included in the Campaign. Not every vehicle within the VIN range may be included since it may depend on the production date, transmission or engine build date. Always verify ElsaWeb for campaign eligibility on a vehicle.

Allocation Report of Affected Vehicles

Electronic allocation lists will be posted under My Dealership Reports on AccessAudi on or about June 19, 2012. A list will not be posted for dealers who have no affected vehicles.

Tools Information and Allocation

Two CDs (one per criteria) will be sent to dealers to the attention of the Service Manager prior to customer notification. Additional CDs can be ordered through the Compliance Label Ordering Portal on AccessAudi.

Owner Notification Mailing

On or about June 19, 2012 Audi will notify all known owners of affected vehicles by first-class mail. A sample of the owner letter is enclosed.

Campaign Expiration Date

This action expires on December 31, 2013. Vehicles inspected/repared under this action must have this service completed on or before December 31, 2013 to be eligible for payment. **Inspections/repairs performed after December 31, 2013 will not be eligible for payment.** Dealers should keep this expiration date in mind when scheduling customers for this action.

Claim Entry Procedure

Immediately upon completion of the repair work, enter the Applicable Criteria ID and Repair Operation from the following chart. **The Applicable Criteria ID is shown in ElsaWeb.** Claims will only be paid for vehicles that show this campaign open in ElsaWeb on the day of the repair. To help ensure prompt and proper payment, attach the screen print to the repair order.

Saga Claim Entry Procedure

Check ElsaWeb to determine whether the campaign is open.

Service No.: 91J1

Damage Code: 0099

Parts Manufacturer

Removed part: Use vendor code **002**

Sold vehicle = 7 10

Unsold vehicle = 7 90

Accounting Instructions

Criteria 4G and 4H

Check for MMI tutorial, MMI tutorial present, no work required.

Repair operation: 0183 00 99 10 T.U.

OR

Check for MMI tutorial/Install MMI Tutorial.

Repair operation: 9195 25 99 50 T.U.

There is NO reimbursement for Vehicle Wash or Loaner

If customer refused repairs

Fax the Repair Order to the warranty team at (248) 754-6533. Provide the VIN, applicable Service Number, Customer information, Dealer number and date.

Customer Letter Example

<MONTH YEAR>

<CUSTOMER NAME>

<CUSTOMER ADDRESS>

<CUSTOMER CITY STATE ZIPCODE>

Vehicle Identification Number (VIN): <VIN>

**Subject: Customer Satisfaction Campaign 91J1/L1
MMI In-Car Video Tutorials for Your Audi Vehicle**

Dear Audi Owner:

In our continuing quest to improve customer satisfaction, we have identified a need to further explain certain vehicle features and technologies which customers new to 2012 model year Audi vehicles may not be familiar with. Our records show that you are the owner of one of these vehicles.

Audi would like to invite you to bring your vehicle to your authorized Audi dealer to have video tutorials installed into your vehicle's MMI system. This work will be performed at no cost to you.

What Are Some of the Technology Features Covered in the MMI Video Tutorials?

These in-car tutorials address some of the most asked-about vehicle technology features (if equipped), such as:

- Bluetooth capabilities
- Voice recognition
- Vehicle controls & settings
- MMI Navigation Plus
- Massage & Memory seats
- Advanced seating system
- Automatic climate control
- Audi Connect
- Audi Pre Sense
- Audi Night Vision
- Bang & Olufsen sound system

If you would like additional assistance, your dealer will be happy to spend time familiarizing you with the video tutorials and any other vehicle features you would like to learn more about.

What We Would Like You to Do

Please contact your authorized Audi dealer to schedule a repair appointment at your earliest convenience. This work will take less than one hour, and will be performed at no cost to you. Please keep in mind that your dealer may need additional time for the preparation of the work, as well as to accommodate their daily workshop schedule.

Please note that this action will be available through December 31, 2013, after which time it will expire and will no longer be performed as a customer satisfaction campaign.

Lease Vehicles

If you are the lessor and registered owner of the vehicle identified in this action, please forward this information immediately via first-class mail to the lessee within ten (10) days of receipt of this notification.

Have You Changed Your Address Or Sold The Vehicle?

If you have, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.

Service Help from Us

If your authorized Audi dealer fails or is unable to complete this work free of charge within a reasonable time, please call or write to:

*Audi of America, Inc.
Attn: Customer Relations (91J1/L1)
3800 Hamlin Road
Auburn Hills, MI 48326
1-800-253-2834*

We also invite you to visit our website at www.audiusa.com where you can check to see if this or any other action may be open on your vehicle.

We apologize for any inconvenience this matter may cause; however we are taking this action to help ensure your continued satisfaction with your vehicle. Thank you for your continued loyalty!

Sincerely,

Audi Product Quality & Technical Service

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. All Rights Reserved.

If there are questions regarding the work procedure, contact Warranty

Required tools:



Criteria 4G

- A6A7MMIUPDATE91J1



Criteria 4H

- A8MMIUPDATE91J1

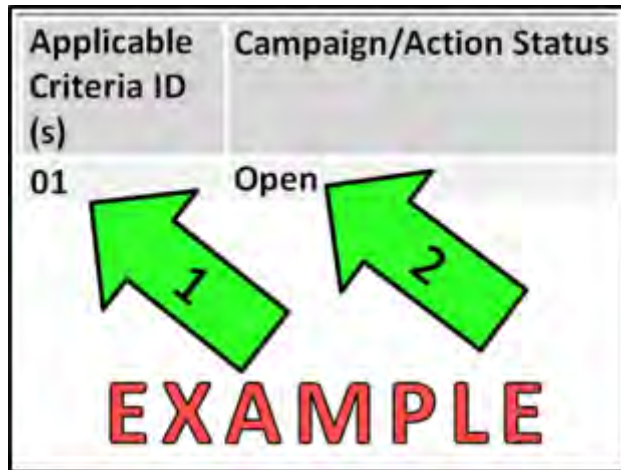


Diagnostic Tester (5051B, 5052A, 6150 A/B/C)



INC-940KIT – Midtronics Battery Charging Station (or equivalent)

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>.

- Note the Applicable Criteria ID for use in determining the correct work to be done and corresponding parts associated <arrow 1>.
- Continue to **Section B**.

SECTION B: Check Software Version for MMI Tutorial



- Turn the ignition to the “on” position.
- Press the “Car” button on the MMI
- Select “Owner’s Manual” using the corresponding MMI button.
- If owner’s manual is found and videos are able to be played **NO FURTHER WORK REQUIRED**.
- If owner’s manual option is not found in the MMI then continue to **Section C**
- If the owner’s manual option is present in the MMI but no videos are loaded then continue to **Section D**.

SECTION C: Perform SVM Update

- Connect the diagnostic tester and the battery charger to the vehicle.
- Turn the ignition to the “on” position (electronics on with engine off).

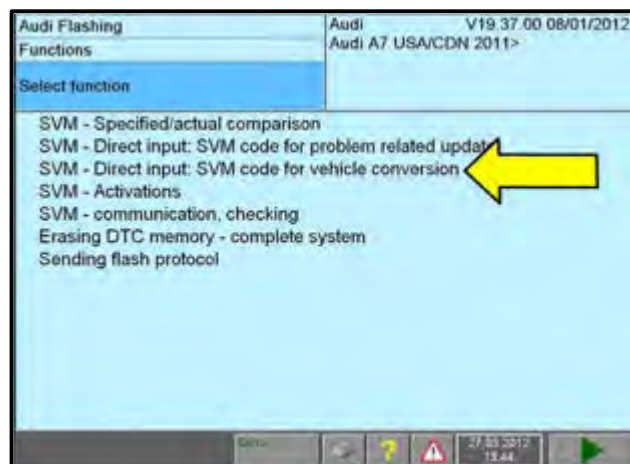


Note: For KESSY vehicles do not press the brake pedal when pushing “START”.

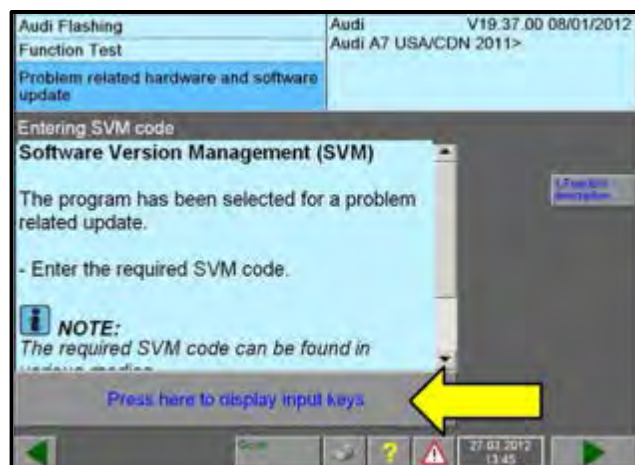


⇐ Select “Audi Flashing” <arrow>.

- Input any necessary vehicle information.



⇐ Select “SVM – Direct input: SVM code for vehicle conversion” <arrow>.



⇐ Select the “display input keys” button <arrow>.

⇐ Input SVM code “IDEXBBV” <arrow>.

- Follow on-screen prompts until test plan is complete.

SECTION D: Load Videos

- Turn ignition to the “On” position.
- Locate proper CD based on vehicle and criteria.



Note: Technicians must ensure the correct CD is used when performing this action. Using the incorrect CD will result in the wrong video tutorials being installed in a vehicle. Extra time to correct an improper installation is not covered under this action.



← Criteria 4G: Audi A6 and A7



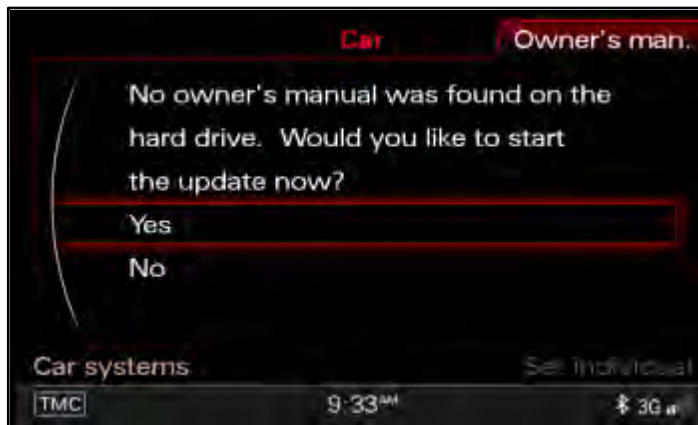
← Criteria 4H: Audi A8



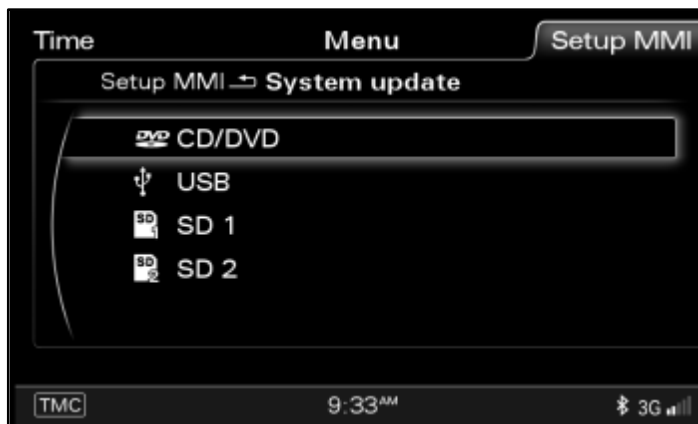
- Insert CD in MMI.
- Press the “Car” button on the MMI
- Select “Owner’s Manual” using the corresponding MMI button.



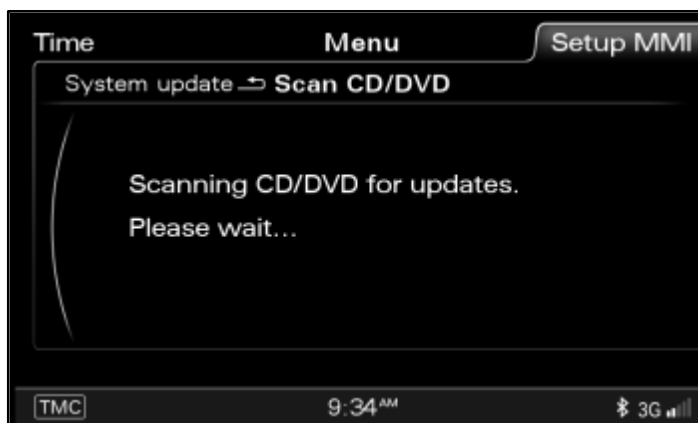
Tip: Wait approximately 30 seconds for the Owner’s Manual to be selectable.



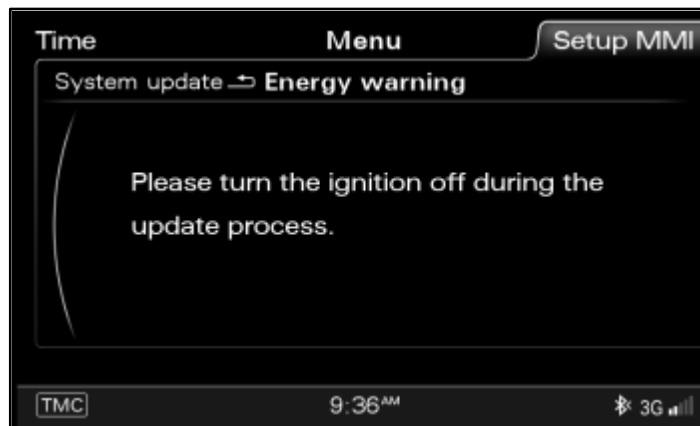
- Select “Yes”.



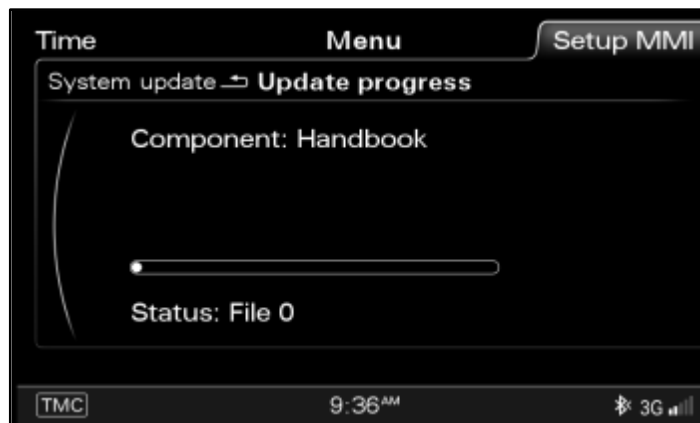
- Select “CD/DVD”.



- Wait for the radio to read the CD.



- Follow the prompts on the MMI screen.



- The update process will proceed.



Tip: Once the update is complete the MMI will restart.



- Select "Owner's Manual" using the corresponding MMI button.
- Remove CD from the vehicle.

- Verify that the videos loaded by playing one video.



Tip: Remind Service Advisor to review new features with the customer.

WORK IS COMPLETE