

Audi of America, Inc.



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

Date: July 2012
Subject: Service Action 55H1
"Diesel Fuel Only" Information
2008-2012 MY Audi A3 and Audi Q7 Vehicles with TDI Clean Diesel Engine

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

We would like to inform you of Service Action 55H1. 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		SERVICE ACTION
SAGA CODE		55H1
MARKET(S)		United States and Canada
AFFECTED VEHICLES		2009-2012 MY Audi Q7 & 2010-2012 MY Audi A3 w/ TDI Clean Diesel Engine
TOPIC		"Diesel Fuel Only" Information
PROBLEM DESCRIPTION		Audi is reaching out to all TDI Clean Diesel customers to help ensure awareness of how important diesel fuel quality and the prevention of mis-fueling with wrong fuel is to the long-term performance of their TDI vehicle.
CORRECTIVE ACTION		Audi will mail diesel fuel information packages to customers. Customers can apply the labels themselves, or have an authorized Audi dealer do so free of charge.
CUSTOMER NOTIFICATION DATE		July 10, 2012
ELSAWEB VISIBILITY DATE		July 10, 2012
AIM VISIBILITY DATE		July 10, 2012
VEHICLE COUNT	TOTAL AFFECTED	USA: Approximately 21,000 Canada: Approximately 3,000
	DEALER INVENTORY	USA: Approximately 649 Canada: Approximately 123
	CPO INVENTORY	USA: Approximately 121 Canada: Approximately 17
APPROXIMATE REPAIR TIME		10 TU
SPECIAL TOOLS NEEDED?		NO
PARTS REQUIRED		<p>Diesel Fuel Only Information Kits</p> <ul style="list-style-type: none"> • USA: K8.USA.00001, K8.USA.00002 • Canada: K8.CAN.00003, K8.CAN.00004 <p>Kits will be sent to dealerships for inventory vehicles, and for customer vehicles (where the kit is not already installed and the customer may not have brought the kit with them to their service appointment. Additional kits can be ordered free of charge via the Compliance Label Ordering Portal on AccessAudi.</p>
INITIAL PARTS ALLOCATION DATE		Diesel Fuel Only Information Kits will be allocated prior to customer mailing.
TECHNICIAN TRAINING REQUIRED?		NONE – SEE CAMPAIGN CIRCULAR WORK INSTRUCTIONS
EXPIRATION DATE		NONE
ADDITIONAL INFORMATION		NONE

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.



Audi

Frequently Asked Questions (FAQ) Customer Satisfaction Campaign 55H1

SUMMARY

- **Campaign Code:** 55H1
- **Launch Date:** July 10, 2012
- **Code Visibility Date:** July 10, 2012
- **Customer Notification Date:** July 10, 2012
- **Circular Release Date:** July 10, 2012
- **Allocation List Release Date:** July 10, 2012
- **Action Expiration Date:** None

- **Affected Vehicles:**
2010-2012 Audi A3 and 2009-2012 MY Audi Q7 with TDI Clean Diesel engine

Number of Vehicles Affected:

USA: Approximately 21,000

Canada: Approximately 3,000

Problem Description: As part of Audi's continued commitment to customer satisfaction and vehicle reliability, we are reaching out to all TDI Clean Diesel customers to help ensure awareness of how important diesel fuel quality and the prevention of mis-fueling with the wrong fuel is to the long-term performance of their TDI vehicle.

Corrective Action: Audi will be mailing diesel fuel information packages to customers with 2009-2012 MY Audi TDI Clean Diesel engine-equipped vehicles. Customers can apply the labels themselves, or have their authorized Audi dealer do so free of charge.

Additionally, a supply of kits will be sent to dealerships for inventory vehicles and for customer vehicles (where the kit is not already installed and the customer may not have brought the kit with them to their service appointment).

Why is Audi launching this action?

Many TDI Clean Diesel customers are new to the Audi brand, and new to diesel vehicles in general. In our continuing quest to improve customer satisfaction, we've identified a need to heighten customer and service station personnel awareness of how important diesel fuel quality and the prevention of mis-fueling with the wrong fuel is to the long-term performance of their TDI vehicle by providing some additional information and including additional "DIESEL FUEL ONLY" reminder labeling.

Is a loaner vehicle or towing 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. Towing is not covered under this action.

What is the customer notification plan?

Customer notification is anticipated to take place on or about July 10, 2012. Audi will be mailing diesel fuel information packages to customers with 2009-2012 MY Audi TDI Clean Diesel engine-equipped vehicles. The packages will contain a customer letter, vehicle sticker(s), and other information relevant to the specific model year and model of the customer's vehicle. Customers can apply the labels themselves, or have their authorized Audi dealer do so free of charge.

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 is the parts allocation plan?

A supply of "Diesel Fuel Only" information kits will be sent to dealers prior to customer notification. These kits can be used for inventory vehicles affected by this action, and also for customer vehicles (where the kit has not already been installed and the customer may not have bought the kit with them to their service appointment).

Additional kits can be ordered free of charge through the Compliance Label Ordering Portal on AccessAudi.

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



Audi

Service Action Campaign

Code: 55H1

Subject: 2009 - 2012 Model Year Vehicles with TDI® Clean Diesel Engine - "Diesel Fuel Only" Information

July 10, 2012

Problem Description

As part of Audi's continued commitment to customer satisfaction and vehicle reliability, we are reaching out to all TDI Clean Diesel customers to help ensure awareness of how important diesel fuel quality and the prevention of mis-fueling with wrong fuel is to the long-term performance of their TDI vehicle.

Corrective Action

Audi will be mailing diesel fuel information packages to customers with 2009-2012 MY Audi TDI Clean Diesel engine-equipped vehicles. The packages will contain a customer letter, vehicle stickers, and other information relevant to the specific model year and model of the customer's vehicle. Customers can apply the labels themselves, or have their authorized Audi dealer do so free of charge.

Additionally, a supply of kits will be sent to dealerships for inventory vehicles and for customer vehicles (where the kit is not already installed and the customer may not have brought the kit with them to their service appointment).

VIN Ranges

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.*

U.S.A.

2009-2012 Audi Q7

2010-2012 Audi A3

All with TDI Clean Diesel Engine

CANADA

2009-2012 Audi Q7

2010-2012 Audi A3

All with TDI Clean Diesel Engine

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.

Campaign Customer Allocation Report

Electronic Campaign Customer Allocation reports will be posted under My Dealership Reports on AccessAudi on or about July 10, 2012. A list will not be posted for dealers who have no affected vehicles.

Parts Information and Allocation

A supply of "Diesel Fuel Only" information kits will be sent to dealers prior to customer notification. Additional kits can be ordered free of charge via the Compliance Label Ordering Portal at www.accessaudi.com.

Owner Notification Mailing

On or about July 10, 2012, Audi will notify all known owners of affected vehicles by first class mail. Sample copies of the owner letters by criteria are enclosed.

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.: 55H1

Damage Code: 0099

Parts Manufacturer

Removed part: Use vendor code **002**

Sold vehicle = 7 10

Unsold vehicle = 7 90

Accounting Instructions

Criteria I.D. 01 through 04 (all models)

Inspect for presence of Diesel Information Kit, kit already installed, no further work required

Repair operation: 0183 00 99 10 T.U.

OR

Inspect for presence of Diesel Information Kit; Install Diesel Information Kit

Repair operation: 5537 23 99 10 T.U.

Note: Diesel Information Kits are available free of charge through the Compliance Label Ordering Portal at www.accessaudi.com. Do not claim on SAGA claim.

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 (U.S) and (905) 428-4811 (CAN). Provide the VIN, applicable Service Number, Customer information, Dealer number and date.

<MONTH YEAR>

<CUSTOMER NAME>

<CUSTOMER ADDRESS>

<CUSTOMER CITY STATE ZIPCODE>

Vehicle Identification Number (VIN): <VIN>

Subject: Diesel Fuel Quality and Your Audi A3 TDI Clean Diesel

Dear Audi TDI Clean Diesel Owner,

As part of Audi's continued commitment to customer satisfaction and vehicle reliability, we are reaching out to all TDI Clean Diesel customers to help ensure awareness of how important diesel fuel quality is to the long-term performance of your TDI vehicle.

Your owner's manual contains important information about the diesel fuel to be used in your vehicle. Your TDI Clean Diesel engine has been specifically designed to operate on Ultra Low Sulfur Diesel fuel, according to the ASTM D975 standard.

Never let any gasoline, home heating oil or other such fuels get into the fuel tank of your TDI vehicle – even in small quantities.

Such improper fuels even at small amounts, as well as the other fluids or additives noted in your owner's manual, can cause serious damage to the fuel injection equipment and to the engine. This could lead to additional expense and will not be covered by any Audi New Vehicle Limited Warranty.

If you believe that the wrong fuel may be in your tank, **do not start the engine** and if you are driving **please stop driving as soon as possible** and contact your authorized Audi dealership or service station. Audi Customer Relations is always available to help and answer your questions at 1-800-253-2834.

As a reminder, we have also enclosed additional stickers to be attached to the inside of the fuel filler flap of your vehicle that serves as an alert to any friends or family members who borrow your TDI Clean Diesel vehicle, and any gas station personnel fueling your vehicle.

We strongly recommend that you affix these stickers to your vehicle as per the enclosed instructions. If you prefer, you may take the enclosed stickers to your dealer and request them to install these for you.

Your current owner's manual contains important information about the type of diesel fuel that can be used in your vehicle. To provide you with updated information, we are sending you an insert for your owner's manual that contains additional information regarding the proper fuel for your vehicle. Please add this insert to your owner's manual and please refer to it whenever you have questions or need additional information.

We hope you are enjoying the exceptional performance and fuel economy of your TDI Clean Diesel vehicle, and we wish you many more miles of driving pleasure. Thank you for your continued loyalty!

Sincerely,

Audi Product Quality & Technical Service

<MONTH YEAR>

<CUSTOMER NAME>

<CUSTOMER ADDRESS>

<CUSTOMER CITY STATE ZIPCODE>

Vehicle Identification Number (VIN): <VIN>

Subject: Diesel Fuel Quality and Your Audi Q7 TDI Clean Diesel

Dear Audi TDI Clean Diesel Owner,

As part of Audi's continued commitment to customer satisfaction and vehicle reliability, we are reaching out to all TDI Clean Diesel customers to help ensure awareness of how important diesel fuel quality is to the long-term performance of your TDI vehicle.

Your owner's manual contains important information about the diesel fuel to be used in your vehicle. Your TDI Clean Diesel engine has been specifically designed to operate on Ultra Low Sulfur Diesel fuel, according to the ASTM D975 standard.

To help prevent misfueling with gasoline, the fuel filler neck on your Audi Q7 is equipped with a misfueling guard that only accepts fuel pump nozzles commonly used for diesel fuels.

Never let any gasoline, home heating oil or other such fuels get into the fuel tank of your TDI vehicle – even in small quantities.

Such improper fuels even at small amounts, as well as the other fluids or additives noted in your owner's manual, can cause serious damage to the fuel injection equipment and to the engine. This could lead to additional expense and will not be covered by any Audi New Vehicle Limited Warranty.

If you believe that the wrong fuel may be in your tank, **do not start the engine** and if you are driving **please stop driving as soon as possible** and contact your authorized Audi dealership or service station. Audi Customer Relations is always available to help and answer your questions at 1-800-253-2834.

As a reminder, we have also enclosed additional stickers to be attached to the inside of the fuel filler flap of your vehicle that serves as an alert to any friends or family members who borrow your TDI Clean Diesel vehicle, and any gas station personnel fueling your vehicle.

We strongly recommend that you affix these stickers to your vehicle as per the enclosed instructions. If you prefer, you may take the enclosed stickers to your dealer and request them to install these for you.

Your current owner's manual contains important information about the type of diesel fuel that can be used in your vehicle. To provide you with updated information, we are sending you an insert for your owner's manual that contains additional information regarding the proper fuel for your vehicle. Please add this insert to your owner's manual and please refer to it whenever you have questions or need additional information.

We hope you are enjoying the exceptional performance and fuel economy of your TDI Clean Diesel vehicle, and we wish you many more miles of driving pleasure. Thank you for your continued loyalty!

Sincerely,

Audi Product Quality & Technical Service

<MONTH YEAR>

<CUSTOMER NAME>

<CUSTOMER ADDRESS>

<CUSTOMER CITY STATE ZIPCODE>

Vehicle Identification Number (VIN): <VIN>

Subject: Diesel Fuel Quality and Your Audi A3 TDI Clean Diesel

Dear Audi TDI Clean Diesel Owner,

As part of Audi's continued commitment to customer satisfaction and vehicle reliability, we are reaching out to all TDI Clean Diesel customers to help ensure awareness of how important diesel fuel quality is to the long-term performance of your TDI vehicle.

Your owner's manual contains important information about the diesel fuel to be used in your vehicle. Your TDI Clean Diesel engine has been specifically designed to operate on Ultra Low Sulfur Diesel fuel, according to the ASTM D975 standard.

Never let any gasoline, home heating oil or other such fuels get into the fuel tank of your TDI vehicle – even in small quantities.

Such improper fuels even at small amounts, as well as the other fluids or additives noted in your owner's manual, can cause serious damage to the fuel injection equipment and to the engine. This could lead to additional expense and will not be covered by any Audi New Vehicle Limited Warranty.

If you believe that the wrong fuel may be in your tank, **do not start the engine** and if you are driving **please stop driving as soon as possible** and contact your authorized Audi dealership or service station. Audi Customer Relations is always available to help and answer your questions at 1-800-822-2834.

As a reminder, we have also enclosed an additional sticker to be attached to the inside of the fuel filler flap of your vehicle that serves as an alert to any friends or family members who borrow your TDI Clean Diesel vehicle, and any gas station personnel fueling your vehicle.

We strongly recommend that you affix this sticker to your vehicle as per the enclosed instructions. If you prefer, you may take the enclosed sticker to your dealer and request them to install it for you.

Your current owner's manual contains important information about the type of diesel fuel that can be used in your vehicle. To provide you with updated information, we are sending you an insert for your owner's manual that contains additional information regarding the proper fuel for your vehicle. Please add this insert to your owner's manual and please refer to it whenever you have questions or need additional information.

We hope you are enjoying the exceptional performance and fuel economy of your TDI Clean Diesel vehicle, and we wish you many more miles of driving pleasure. Thank you for your continued loyalty!

Sincerely,

Audi Product Quality & Technical Service

<MONTH YEAR>

<CUSTOMER NAME>

<CUSTOMER ADDRESS>

<CUSTOMER CITY STATE ZIPCODE>

Vehicle Identification Number (VIN): <VIN>

Subject: Diesel Fuel Quality and Your Audi Q7 TDI Clean Diesel

Dear Audi TDI Clean Diesel Owner,

As part of Audi's continued commitment to customer satisfaction and vehicle reliability, we are reaching out to all TDI Clean Diesel customers to help ensure awareness of how important diesel fuel quality is to the long-term performance of your TDI vehicle.

Your owner's manual contains important information about the diesel fuel to be used in your vehicle. Your TDI Clean Diesel engine has been specifically designed to operate on Ultra Low Sulfur Diesel fuel, according to the ASTM D975 standard.

To help prevent misfueling with gasoline, the fuel filler neck on your Audi Q7 is equipped with a misfueling guard that only accepts fuel pump nozzles commonly used for diesel fuels.

Never let any gasoline, home heating oil or other such fuels get into the fuel tank of your TDI vehicle – even in small quantities.

Such improper fuels even at small amounts, as well as the other fluids or additives noted in your owner's manual, can cause serious damage to the fuel injection equipment and to the engine. This could lead to additional expense and will not be covered by any Audi New Vehicle Limited Warranty.

If you believe that the wrong fuel may be in your tank, **do not start the engine** and if you are driving **please stop driving as soon as possible** and contact your authorized Audi dealership or service station. Audi Customer Relations is always available to help and answer your questions at 1-800-822-2834.

As a reminder, we have also enclosed an additional sticker to be attached to the inside of the fuel filler flap of your vehicle that serves as an alert to any friends or family members who borrow your TDI Clean Diesel vehicle, and any gas station personnel fueling your vehicle.

We strongly recommend that you affix this sticker to your vehicle as per the enclosed instructions. If you prefer, you may take the enclosed sticker to your dealer and request them to install it for you.

Your current owner's manual contains important information about the type of diesel fuel that can be used in your vehicle. To provide you with updated information, we are sending you an insert for your owner's manual that contains additional information regarding the proper fuel for your vehicle. Please add this insert to your owner's manual and please refer to it whenever you have questions or need additional information.

We hope you are enjoying the exceptional performance and fuel economy of your TDI Clean Diesel vehicle, and we wish you many more miles of driving pleasure. Thank you for your continued loyalty!

Sincerely,

Audi Product Quality & Technical Service

If there are questions regarding the work procedure:

- U.S. dealers, contact Warranty
- Canadian dealers, open an ATA ticket using concern group “Compliance/Recall Assistance (C)”

Required Parts:

United States – Diesel Fuel Information Kit Matrix			
CRITERIA	PART NUMBER	KIT CONTENTS	KIT COLOR CODE
01	K8.USA.00001	Yellow DIESEL ONLY Labels (2) Owner’s Manual Insert Instruction Sheet	GRAY
02	K8.USA.00002	Yellow DIESEL ONLY Labels (2) Owner’s Manual Insert Instruction Sheet	BROWN

Canada – Diesel Fuel Information Kit Matrix			
CRITERIA	PART NUMBER	KIT CONTENTS	KIT COLOR CODE
03	K8.CAN.00003	Yellow DIESEL ONLY Label Owner’s Manual Insert Instruction Sheet	PINK
04	K8.CAN.00004	Yellow DIESEL ONLY Label Owner’s Manual Insert Instruction Sheet	GOLD

NOTE:

- Diesel Fuel Information Kits are available free of charge through the Compliance Label Ordering Portal at www.accessaudi.com.
- Each kit is color-coded & corresponds to the criteria shown in ElsaWeb.

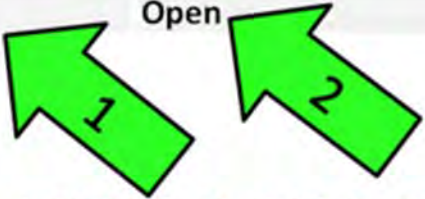
Required Tools:

None

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 and Audi Canada. All Rights Reserved.

Work Procedure:

Applicable Criteria ID (s)	Campaign/Action Status
01	Open



EXAMPLE

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>.

SECTION B: Check for Diesel Information Kit Components

- Use ElsaWeb printout from day of repair to identify the Criterion applicable to vehicle.
- Refer to the Diesel Fuel Information Kit matrix found on page 7 of this circular to determine which kit component(s) should be present/installed.
 - Owner’s manual supplement should be with other owner’s manual literature.
 - Open the fuel door and inspect for presence of Yellow DIESEL ONLY label(s) (as applicable per Criteria).
- If all applicable components present, **WORK IS COMPLETE.**
- If any applicable component(s) not present, **Continue to Section C.**

SECTION C: Install Diesel Information Kit

- Identify the applicable Criteria ID and kit to use for the vehicle:

CRITERIA	KIT #	KIT COLOR CODE
01	K8.USA.00001	GRAY
02	K8.USA.00002	BROWN
03	K8.CAN.00003	PINK
04	K8.CAN.00004	GOLD

- Follow the installation instructions found in the kit.

WORK IS COMPLETE

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 and Audi Canada. All Rights Reserved.