



Audi On Track – IQS Newsletter

HVAC Operation Overview

The HVAC systems on our vehicles provide one-touch automatic cabin temperature and airflow control, as well as individually tailored comfort settings for driver, front seat passenger and rear seat passengers in 3-zone and 4-zone equipped models. Familiarity with each of our system’s controls and their operation will aid our customers in better understanding and enjoying these features.

Key to customer satisfaction is the ability to reach the desired operating temperature quickly. In all cases, the AUTO function set to the desired temperature will work most efficiently. Once activated, there is no need to alter the settings. However, this can cause some dissatisfaction with customers who choose not to use the AUTO function. Also, AUTO operation may cause greater fan speed than desired when the system is not yet at the desired operating temperature.

Customer Feedback: “AC system is complicated-requires too much thought....to adjust.”

AUTO

Audi Climate Control Systems will automatically regulate the temperature, fan speed and airflow to achieve the desired temperature. Simply set the desired temperature and select AUTO. Changing the fan speed or airflow direction will take the system out of AUTO mode.

Temperature

Temperature is regulated and maintained by monitoring interior thermostats, ambient temperature sensors and sunlight sensors. The vehicle will maintain the set temperature while in AUTO mode, but may not maintain exact temperature in manual mode, thus requiring readjustment. Setting the temperature to HI or LO will run the AC or heater continuously at the highest fan speed. The engine Start/Stop feature (on equipped vehicles) may not activate while the temperature setting is in HI or LO.

Customer Feedback: “Takes 2 steps....to turn fan down.”

Fan Speed

Customers expect one switch to control fan speed, and are dissatisfied with having to use two controls. The concept behind our fan speed system is ENGAGE and CONTROL, where the first switch engages the fan function, and the knob then allows adjustment of the fan speed. This allows one control knob to perform multiple functions actually reducing the number of controls. |-----



SYNC Feature

Pressing and holding the driver's side control knob will synchronize all zones to the same temperature. |-----

Q7 Only: SYNC can be activated from either the driver or passenger control knob by pressing and holding the knob until activated.

A6, A7, A8 with 4-Zone Climate Control: Pressing the SYNC button will synchronize both the driver and passenger side controls to the same temperature, fan speed and airflow.

Customer Feedback: "Difficult to understand the controls on where the fan is pointed when not in auto mode....Still not sure what arrows pointing away from body is."

Airflow

Some customers are confused by the airflow pictogram. They are unclear about where the airflow is being directed within the vehicle based on the image. The top arrow aiming at the head in the pictogram is actually the DEFROST position, which blows air directly up to the windshield. The center arrow is for the panel vents, and the lowest arrow is for floor vents. Customers are also unsure on how to blend these selections. Please advise them that all airflow directions can be blended in any combination. |-----

As with fan speed, there is also an issue with the "two-step" method of controlling airflow; one button to ENGAGE and one to CONTROL the function. Again, the reason for using this method is to reduce the number of control knobs.

MMI™ equipped vehicles: Airflow is controlled by the main control knob once the airflow function is engaged. Airflow, fan speed and other functions are visible in the MMI™, so the driver does not have to look down while adjusting control knobs. (Note: this feature is not available on A6 and A7 models.)

Recirculation

The recirculation function prevents outside air and odors from entering the cabin. It may also be used in conjunction with AC to cool the cabin more quickly. Leaving the system in recirculation mode for extended driving is not recommended, as fresh air is needed for driver comfort and safety. |-----



Operating Tips for 3 Zone system

- ▶ The airflow controls are separated, with one button for each airflow direction. Any combination of buttons may be pressed for blending airflow.
- ▶ The center knob adjusts fan speed.
- ▶ Although this system has dual controls for front seat passengers, the SYNC function is not available.
- ▶ There is also a temperature control for the rear seat passengers, along with the ability to adjust vent direction.



Operating Tips To Heat, Cool....

To Heat Quickly (Using Manual Controls)

1. Drive vehicle normally; wait for engine temperature indicator to move.
2. Turn temperature to desired setting.
3. Set fan speed to slightly less than the maximum setting.
4. Set airflow control to Front Panel/Defrost.

Rationale: Customers may not understand that until the engine reaches sufficient operating temperature, the output air temperature will be the same regardless of the temperature selected. Setting the temperature to 80 will not heat the cabin any faster than setting it to 72. Therefore, the air may feel cool at first. This is why it is recommended to set the fan at less than full speed, since customers will perceive the initial temperature as “cold air,” even though it is warmer than the current ambient temperature. In addition, high-speed fan noise is greater, causing the perception of a noisy HVAC system. It is not recommended to send airflow to the floor until the engine is at operating temperature to avoid less-than-warm air blowing on the occupant’s feet.

To Cool Quickly (Using Manual Controls)

1. If cabin interior is very hot, open windows to let hot air escape.
2. Turn temperature knob to LO. The AC will run continuously and go into Recirculation mode.
3. Set the fan speed on HI.
4. Select airflow to come out of the panel vents.
5. When cold air is felt coming from the vents, close the windows.
6. When the desired temperature is reached adjust the settings to maintain the temperature, or switch to AUTO.

Rationale: On hot or sunny days, the interior components of the vehicle continue to radiate heat, causing the cabin to remain warm even when the AC is on. By putting the system into recirculation mode, the cooler air coming from the vents will be re-cooled rather than having the warmer outside air being cooled by the AC evaporator fins. This enables the cabin temperature to drop more quickly and cool the interior components.

Note: Setting the fan on HI will produce the greatest volume of cooled air. However, to achieve the lowest temperature air possible, the fan should be set on low speed, which allows more heat to be absorbed by the AC evaporator fins. With manual control, finding the balance between airflow volume and air temperature is essential.

To Defrost/Defog Quickly

1. For fog on interior of windshield, select Defrost and temperature desired; fan speed will automatically increase and AC system will come on.
2. For ice on windshield, turn temperature setting to HI with airflow set to Defrost only.
3. When windshield is clear, readjust settings or select AUTO.



Rationale: Interior fog is caused by humidity within the cabin. Whenever Defrost is selected, the AC system comes on automatically. Air-conditioning dehumidifies the air regardless of the temperature setting. Ice on the outside of the windshield is unaffected by air humidity, and will only melt with greater heat and airflow.

IQS Sampling Window Closing

By the end of May, the J.D. Power and Associates IQS survey period will be complete. Customers eligible for the survey must have purchased their vehicle by the end of February. The IQS survey measures the customer's satisfaction with their vehicle for the first 90 days of ownership. Therefore, most if not all of the surveys are already in the hands of the eligible customers. You can still have some influence on the remaining surveys by following up with any of your customers who purchased a vehicle during the month of February.

We thank you for your efforts at helping to increase our customer's perception of the quality of our vehicles. We trust you will apply what you have learned in all of your interactions with customers and continue to assist them in better understanding and using the features of their Audi vehicles.

Audi IQS Newsletters and Dealer Communications

The topics for the Audi IQS Newsletters are chosen based on "Voice of the Customer" data and respond directly to top concerns of Audi owners. They are designed to help educate you and make an impact on customer satisfaction. Dealer Communications dealing with IQS topics are also distributed on occasion. You can click on the topics we have covered to date:

- ▶ **Jan:** IQS Web-Based Training & Audi Technology Customer Tutorials
- ▶ **Feb:** Audi connect™ and the "rolling Wi-Fi hotspot"
- ▶ **March:** MMI® Navigation—Manual Entry and Voice Recognition
- ▶ **April:** MMI® Operation Overview—Setting Station Presets and Jukebox Operation
- ▶ **Dealer Communication 2/27:** MY13 Audi Quick Q&A Guidebooks

Available Resources

1. Audi Technology Defined

You can learn how to operate and demonstrate Audi vehicle features by viewing the **Audi Technology Defined** videos at <http://www.auditechnology.com/>

2. Quick Questions and Answers Guidebooks

Customer Group Quality has developed Quick Questions and Answers Guidebooks for most MY13 Audi vehicles; A3, A4, A5, A6, A7, A8, Q7, TT and allroad. You can access the model specific guidebooks one of two ways:

- ▶ Log into accessaudi.com
- ▶ Select Academy tab at top of page
- ▶ Select Academy Resources: Sales (Documents)

Or

- ▶ Log into accessaudi.com
- ▶ Select Vehicle Sales tab at top of page
- ▶ Select Current Model Year information (Documents)

3. Audi Advantage Site: IQS Resource Tool

J.D. Power refers to IQS issues as “Difficult To Understand or Use” or DTU items. These are potential issues for our customers and are the reason for our Initial Quality training. Helping our customers understand how to best operate the features on their new Audi vehicle is the goal of this training. By assisting them, we improve our standing in Initial Quality and achieve an even higher perception of quality in the marketplace. To learn more about Audi features and how to describe them to customers, we have provided the Audi Advantage, a repository of information for your reference. To access this site, click on the link below or

- ▶ Type or cut and paste the URL into your browser: <http://audi.iqsresourcetool.com>
- ▶ This will take you to accessaudi.com where you will log in with your single sign-on
- ▶ Once entered, you will go directly to the IQS Resource Center

Thank you for your dedication to understanding the features on all the Audi models, and for assisting your customers in receiving the greatest enjoyment from their new Audi vehicle.

Sincerely,



Marc Trahan
Executive Vice President
Group Quality



Jamie Dennis
Director
Product Quality & Technical Service