



## VOLKSWAGEN DEALERSHIP COMMUNICATION

Date: April 29, 2013

To: Dealer Principal, Body Shop Manager, Parts Manager and Service Manager

Subject: Compliance Label Pricing

Recently, Volkswagen Product Compliance completed a thorough review of the price structure related to replacement Compliance labels. Label pricing has remained constant since January 2007.

Effective May 01, 2013, the cost of replacement *VIN Plate, Safety Certification, Emission, Vacuum, All Wheel Drive, Update and Routan Tire* labels will be invoiced to dealers as shown in the table below:

The 'single item' pricing strategy continues as before. Dealers will not be charged separately for freight, shipping, or handling expenses.

| Label Type                                                                      | Dealer Net | MSRP                          |
|---------------------------------------------------------------------------------|------------|-------------------------------|
| Emission Label<br>(replacement)<br>- OR -<br>Certificate of Conformity          | \$40*      | \$60 USD (as of 05/01/2013)   |
| VIN Plate Label<br>(replacement)                                                | \$75*      | \$110 USD (as of 05/01/2013)  |
| Safety Certification Label (B-Pillar)<br>(replacement)                          | \$75*      | \$110 USD (as of 05/01/2013)  |
| Update Labels<br>(Technical Bulletin)<br><br>Routan Tire Label<br>(Replacement) | \$6.30*    | \$9.45 USD (as of 05/01/2013) |

(\*Canadian orders will be charged in accordance with the then-current Exchange Rate, as determined at the start of each month and the effective \$ CAD price will be displayed on the ordering portal)

Please note that VIN specific replacement labels must be affixed to the vehicle in accordance with all Federal and State/Provincial laws.

The VIN specific and certification labels can be found at: [www.vwhub.com](http://www.vwhub.com) under the Parts tab, listed under Related Links and then on "Compliance Label Ordering Portal".

Thank you for your understanding and continued support.

Volkswagen Product Compliance