Audi of America, Inc.

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Date: June 03, 2013

Subject: Audi Compliance Portal Update / Re-Design

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

The Audi Compliance Group has made a significant change to the Compliance Label Ordering Portal, to make placing orders easier and faster.

The new portal will be visible via the accessaudi.com beginning Monday, June 03, 2013.

The primary changes to the portal are as follows:

- The Order Form tab provides direct access to both VIN SPECIFIC and NON-VIN SPECIFIC order forms
- A "Quick VIN Order" entry box is located on the home page, for immediate order entry
- All available items for a specific VIN are made visible on one page, under clearly defined headers:
    - Campaign Recall Update Materials
        - Materials related to Campaign, Recall or Update applicable to the vehicle
    - Emission Label
        - Emission, Vacuum and (if applicable) I/M Exempt labels
    - VIN / B-Pillar
        - Replacement VIN Plate and Safety Certification (B-Pillar labels)
- NON-VIN Specific Campaign, Recall and Update materials will be presented specifically for Audi US or Audi California dealers, as applicable
- Preferred language - English, French or Spanish, can be selected from portal home page

- The new portal this allows multiple orders to be placed at the same time. Orders for VIN specific and NON-VIN specific materials can be completed at the same time. All orders are processed upon completing the "Checkout" process on the portal.

- Authorizations for replacement VIN Plate and/or Safety Certification (B-Pillar) labels are still required by the Area After Sales Manager (AASM); these items will be delivered to the dealer by the AASM.

Please use the attached Audi Compliance Portal "Quick Start Guide", which provides a step-by-step walk through of placing an order via the new portal. There is also a FAQ section on the portal which addresses the changes more in depth.

We are confident that you will find the new portal is user friendly. It is more closely aligned to your business needs and provides greater value by allowing you to place multiple orders at one time.

Thank you for your continued support!

Audi Product Compliance

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.