

## VWoA Compliance

**From:** Audi Communications  
**Sent:** Friday, August 22, 2014 4:01 PM  
**Subject:** 2015 Audi A3 Sedan TDI® AdBlue® Information

# Dealer Communication



**August 22, 2014**

<b>Read if Red</b>	<b>DEALER PRIN</b>	<b>GENERAL MGR</b>	<b>SALES MGR</b>	CPO MGR	<b>SERVICE MGR</b>	PARTS MGR	WARRANTY MGR	F&I MGR
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From: Audi Product Launch & Audi After Sales	Action Required: No	Deadline: N/A
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### 2015 Audi A3 Sedan TDI® AdBlue® Information

The new 2015 Audi A3 sedan TDI has been released today and promises to bring higher fuel efficiency and low emissions to the A-Segment buyers as well as loyal Audi TDI owners. The 2015 model comes with an EPA estimated combined fuel economy of 36 mpg, or 2 mpg above the previous generation A3 Sportback TDI which also had 10 fewer horsepower.

The A3 sedan TDI, featuring a new TDI engine, will also be the first A3 with a SCR (Selective Catalytic Reduction) tank -- which stores AdBlue solution designed to address increasingly stringent emissions laws, especially those in California and other states subscribing to its low emission vehicle standard. More specifically, the Audi A3 TDI will vary its AdBlue consumption to mitigate NOx emissions. For some drivers, this may mean AdBlue refills will not be needed until the 10,000 mile maintenance interval. For other customers, supplemental AdBlue refilling between maintenance intervals may be required depending on driving conditions (i.e. higher speeds and/or with heavier throttle application, altitude, load). The instrument panel refill warning system light is activated 1,500 miles before an AdBlue refill is required.

Given this change from normal AdBlue refill interval, and the fact most Audi customers may not be aware of AdBlue or refilling that is included in maintenance intervals, we want to inform you of this new requirement and clarify the customer implications described in the owner's manual:

- The 2015MY A3 TDI sedan has an AdBlue system that varies its consumption depending on driving conditions (speed, altitude, load), so this refill event may not occur with the scheduled maintenance.
- The familiar Audi AdBlue warning light system will compensate to provide refill warnings between 1,500 miles before empty and then 600 miles before empty, as well as other lighted symbols, to prepare customers for eventual AdBlue refilling. Consistent with other Audi TDI models and federal regulations, an empty AdBlue tank will not permit a customer to restart their vehicle.
- AdBlue refills are already included in each regularly scheduled maintenance interval under the Audi Care plan. Additionally, Audi Care will cover refills between scheduled maintenance intervals when the AdBlue warning light activates during the coverage period.
- A3 TDI customers should continue to visit their preferred Audi dealer who can easily refill AdBlue solution between maintenance intervals.

- Customers who wish to refill the 15 liter AdBlue/SCR tank themselves can do so using the recommended Kruse bottle solution available at Audi, Volkswagen, and Porsche dealers, which is designed to minimize any fluid spills in this manual procedure. However, any diesel exhaust fluid (DEF - Diesel Exhaust Fluid) meeting the international ISO standard, ISO 22241-1, can be used as a substitute. The AdBlue refill spout is located next to the diesel fuel inlet.

Further details can be found in the owner's manual -- where AdBlue is also referred to as Selective Catalytic Reduction -- including instrument panel warning light interpretation and safe refill procedures. *We wanted to proactively highlight this new AdBlue refill requirement so you can advise customers and manage your aftersales processes accordingly.*

Finally, the below consumer-facing communication will be provided in vehicle glove boxes prior to delivery.

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### ***Important A3 TDI® Owner AdBlue® Information***

This A3 TDI clean diesel sedan is equipped with the latest engine technology, including a Selective Catalytic Reduction System which uses AdBlue solution to meet stringent emission requirements and reduce air pollution. The AdBlue solution is considered a required consumable liquid (much like fuel and windshield wiper fluid), and your driving style will govern when the AdBlue solution must be refilled. This refill event may occur before and between scheduled vehicle maintenance intervals. The instrument panel refill warning system light is activated 1,500 miles before an AdBlue refill is required. **AdBlue solution is required at a minimum level for the vehicle to operate and to meet emissions regulations. Driving below a minimum level of AdBlue will render your TDI vehicle inoperable, much like not having fuel.** Your owner's manual describes this requirement in greater detail, including the AdBlue solution refill warnings provided through instrument cluster information to help keep you well informed.

As an A3 TDI sedan owner, we want you to be familiar with this information as it may impact maintenance requirements outside of scheduled maintenance and, potentially, cost of ownership. If you purchased Audi Care, AdBlue refills are included in each regularly scheduled maintenance interval. Additionally, Audi Care will cover refills between scheduled maintenance intervals when the AdBlue warning light activates during the coverage period. Audi dealers are well prepared to answer your questions about AdBlue and to service your vehicle as needed. There are also options for you to refill AdBlue yourself and to purchase AdBlue or the equivalent DEF (Diesel Exhaust Fluid) solution, which is available at most auto parts stores and some fuel stations. The following link lists additional purchase locations: [http://www.finddef.com/def\\_map.php](http://www.finddef.com/def_map.php)

"AdBlue" is a registered trademark of the Verband der Automobilindustrie

# of ATTACHMENT(S): 0

Please share this information with your dealer colleagues, as necessary.