



VOLKSWAGEN DEALERSHIP COMMUNICATION

Date: August 7, 2014

To: All Volkswagen Dealership Personnel

Subject: Coming Soon – vw.com Recall/Service Campaign VIN Search Tool Enhancements

As you know, Volkswagen's recall/service campaign VIN search tool has been available on vw.com for several years. On August 20, 2014, new Federal law requires automakers to provide a free, VIN-based recall search tool on their websites. In support of this new requirement, an improved recall/service campaign VIN search tool on vw.com will be launching soon.

Some of the improvements you will see are:

- A new, prominent link to the recall/service campaign VIN search tool on the vw.com homepage.
- Pending recalls will be added and identified with REPAIR NOT YET AVAILABLE.
- Recalls will display separately from service campaigns.
- Enhanced recall/service campaign descriptions.

Please see the attached FAQ for more information, and please ensure that this communication is provided to all dealership personnel so that they are aware of the upcoming VIN search tool improvements.

If you have any questions or require additional assistance, please contact Warranty.

Volkswagen Product Compliance



Frequently Asked Questions (FAQ)

vw.com Recall/Service Campaign VIN Search Tool Enhancements

Why is the VIN-based recall/service campaign search tool being updated?

Volkswagen's recall/service campaign VIN search tool has been available on vw.com for several years. Beginning on August 20, 2014, new Federal law requires automakers to provide a free, VIN-based recall search tool on their websites.

What change to the search tool will impact dealers the most?

One major change is that the new law requires automakers to provide information on upcoming/pending recalls. This means that customers may be aware of new recalls prior to the owner notification mailing – even before repair instructions/parts are available.

Some other changes are as follows:

- A new, prominent link to the recall/service campaign VIN search tool on the vw.com homepage.
- Recalls will display separately from service campaigns.
- Enhanced recall/service campaign descriptions.

How can dealers prepare for customer inquiries on upcoming/pending recalls?

When a new recall is announced, Volkswagen will continue to notify dealers before the affected VINs are visible in the search tool. Every campaign communication should be shared within your dealership so that personnel are informed and able to answer customer inquiries.

How will a customer know if a recall/service campaign repair is available at their dealer?

When a customer enters a VIN into the search tool, open recalls and/or service campaigns (if any) will appear with one of two statuses:

- **REPAIR NOT YET AVAILABLE** - Open recall but repair/parts not yet released to dealers. Repair cannot be scheduled or performed. This status only applies to recalls (not service campaigns).
- **REPAIR NEEDED** - Open recall/service campaign with repair/parts released to dealers. Repair can be scheduled and performed.

Will customers be able to see recall repair history for their vehicle in the search tool?

No. The search tool will only show open/pending actions; it will not show any completed repairs or vehicle repair history.

Will the new search tool on vw.com replace Elsa?

No. Even though open recall/service campaign information will be available on vw.com, Elsa remains the only valid campaign inquiry/verification source for dealers. Check Elsa when scheduling customer repairs, and again 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" in Elsa).

Will Updates appear in the search tool?

No. Because they are governed by specific warranty parameters, Updates will not appear in the search tool. As always, dealers should check Elsa and vehicle eligibility prior to performing any Update repair on a vehicle.

Will the NHTSA also have a VIN-based recall search tool?

Yes. As part of the new Federal law, manufacturers must provide recall information to support NHTSA's online VIN search tool for open and upcoming/pending recalls. The agency has scheduled their search tool to be available on August 20, 2014.