

Customer Letter Example (United States)

<MONTH YEAR>

<CUSTOMER NAME>

<CUSTOMER ADDRESS>

<CUSTOMER CITY STATE ZIPCODE>

Vehicle Identification Number (VIN): <VIN>

**Subject: Service Action 20U3/L9 – Install Misfueling Guard
Certain 2010-2012 Model Year Audi A3 TDI® Clean Diesel Engine Vehicles**

Dear Audi Owner,

As part of Audi's ongoing commitment to customer satisfaction and vehicle reliability, we are writing to you today about a service action campaign designed to help prevent your TDI® Clean Diesel engine vehicle from being inadvertently misfueled from a gasoline pump. Our records show that you are the owner of a vehicle eligible for this service.

What is the issue? As diesel engine passenger vehicles become more popular, auto manufacturers have seen an increase in the number of misfueling cases where diesel engine vehicles are mistakenly fueled with gasoline. The resulting fuel system contamination can lead to costly repairs that are not covered under warranty.

What will we do? As an additional safeguard to help prevent a gasoline fuel pump nozzle from being used to fuel your TDI® Clean Diesel engine vehicle, your authorized Audi dealer will install a misfueling guard in the fuel filler neck of your vehicle. Additionally, a new fuel filler neck cap will also be installed. This work will take less than one hour and will be performed for you free of charge.

Please note: The misfueling guard is designed to prevent a gasoline fuel pump nozzle from entering your vehicle's fuel filler neck, thereby reducing the risk of fuel system contamination from gasoline. Even with this guard installed, please remind anyone who refuels your vehicle that it requires diesel fuel, and to double-check the fuel pump to ensure the correct fuel is selected before filling the tank.

This service action will be available for you free of charge only until May 31, 2015. If you wish to have the misfueling guard installed after that date, your dealer's normal parts and labor cost associated with this repair will apply.

What should you do? In order to limit any possible inconvenience, please contact your authorized Audi dealer as soon as possible to schedule this service.

Lease vehicles and address changes If you are the lessor and registered owner of the vehicle identified in this action, please forward this letter immediately via first-class mail to the lessee within ten (10) days of receipt. If you have changed your address or sold the vehicle, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.

Can we assist you further? If you have any questions regarding this repair, please contact us at:
Audi of America, Inc.,
Attn: Customer Experience (20U3/L9)
3800 Hamlin Road, Auburn Hills, MI 48326
1-800-253-2834

We hope you are enjoying the exceptional performance and fuel economy of your TDI® Clean Diesel vehicle, and we wish you many more miles of driving pleasure. Thank you for your continued loyalty!

Sincerely,

Audi Quality & Technical Service