

Customer Letter Example (USA)

<MONTH YEAR>

<CUSTOMER NAME>

<CUSTOMER ADDRESS>

<CUSTOMER CITY STATE ZIPCODE>

**Subject: Customer Satisfaction Campaign 44L6 – Wheel Replacement
Certain 2015 Model Year Audi A7 Equipped with 19-inch Wheels**

Dear Audi Owner,

As part of Audi's ongoing commitment to customer satisfaction, we are informing you of our decision to conduct a customer satisfaction campaign on certain 2015 model year Audi A7 vehicles equipped with 19-inch wheels. Our records show that you are the owner of a vehicle affected by this action.

What is the issue? Certain vehicles were produced with 19-inch wheels that do not meet Audi appearance requirements. In the event an owner wishes to replace a wheel, four new wheels would need to be purchased because a matching replacement for the existing factory wheel would not be available. This can result in considerable expense to the owner and lead to customer dissatisfaction.

What will we do? In order to ensure your continued satisfaction, Audi has obtained a set of four brand new 19-inch wheels for your vehicle and will install them in place of the factory-installed wheels free of charge. The new wheels meet Audi appearance specifications, and are also available for replacement ordering by your Audi dealer.

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. This work will take approximately two hours to complete, and, as stated above, will be performed at no cost to you. Please keep in mind that your dealer may need additional time for the preparation of the repair, as well as to accommodate their daily workshop schedule.

This customer satisfaction campaign will be available for you free of charge only until February 28, 2016. If you wish to have this service performed after that date, your dealer's normal parts and labor cost associated with this repair will apply.

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.

Reimbursement of Expenses If you have previously paid for repairs relating to the condition described in this letter, the enclosed form explains how to request reimbursement. We would be pleased to review your reimbursement request.

Can we assist you further? If your authorized Audi dealer fails or is unable to complete this work free of charge within a reasonable time, please call or write to:

Audi of America, Inc.,
Attn: Customer Experience (44L6)
3800 Hamlin Road, Auburn Hills, MI 48326
1-800-253-2834
www.audiusa.com

Checking your vehicle for open Recalls and Service Campaigns To check your vehicle's eligibility for repair under this or any other recall/service campaign, please visit the **Recall/Service Campaign Lookup** tool at www.audiusa.com and enter your Vehicle Identification Number (VIN). As always, if you have any questions or if you need additional assistance, please contact Customer Experience or your authorized Audi dealer.

We apologize for any inconvenience this matter may cause; however we are taking this action to help ensure your vehicle continues to meet and exceed your expectations. Thank you for your continued loyalty!

Sincerely,

Audi Customer Protection

Customer Letter Example (CANADA)

<MONTH YEAR>

<CUSTOMER NAME>

<CUSTOMER ADDRESS>

<CUSTOMER CITY STATE ZIPCODE>

**Subject: Customer Satisfaction Campaign 44L6 – Wheel Replacement
Certain 2015 Model Year Audi A7 Equipped with 19-inch Wheels**

Dear Audi Owner,

As part of Audi's ongoing commitment to customer satisfaction, we are informing you of our decision to conduct a customer satisfaction campaign on certain 2015 model year Audi A7 vehicles equipped with 19-inch wheels. Our records show that you are the owner of a vehicle affected by this action.

What is the issue? Certain vehicles were produced with 19-inch wheels that do not meet Audi appearance requirements. In the event an owner wishes to replace a wheel, four new wheels would need to be purchased because a matching replacement for the existing factory wheel would not be available. This can result in considerable expense to the owner and lead to customer dissatisfaction.

What will we do? In order to ensure your continued satisfaction, Audi has obtained a set of four brand new 19-inch wheels for your vehicle and will install them in place of the factory-installed wheels free of charge. The new wheels meet Audi appearance specifications, and are also available for replacement ordering by your Audi dealer.

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. This work will take approximately two hours to complete, and, as stated above, will be performed at no cost to you. Please keep in mind that your dealer may need additional time for the preparation of the repair, as well as to accommodate their daily workshop schedule.

This customer satisfaction campaign will be available for you free of charge only until February 28, 2016. If you wish to have this service performed after that date, your dealer's normal parts and labor cost associated with this repair will apply.

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.

Reimbursement of Expenses If you have previously paid for repairs relating to the condition described in this letter, the enclosed form explains how to request reimbursement. We would be pleased to review your reimbursement request.

Can we assist you further? If your authorized Audi dealer fails or is unable to complete this work free of charge within a reasonable time, please call or write to:

Audi Canada
Attn: Customer Relations (44L6)
PO Box 842, Stn. A
Windsor, ON N9A 6P2
1-800-822-2834
www.audi.ca

We apologize for any inconvenience this matter may cause; however we are taking this action to help ensure your vehicle continues to meet and exceed your expectations. Thank you for your continued loyalty!

Sincerely,

Audi Customer Protection



Frequently Asked Questions (FAQ) Customer Satisfaction Campaign 44L6

SUMMARY

Campaign Code: 44L6

Affected Vehicles: Certain 2015 MY Audi A7 equipped with 19-inch wheels

Problem Description: Certain vehicles were produced with 19-inch wheels that do not meet Audi appearance requirements. In the event an owner wishes to replace a wheel, four new wheels would need to be purchased because a matching replacement for the existing factory wheel would not be available. This can result in considerable expense to the owner and lead to customer dissatisfaction.

Corrective Action: In order to ensure continued customer satisfaction, Audi has obtained a set of four brand new 19-inch wheels for each affected vehicle and will install them in place of the factory-installed wheels free of charge. The new wheels meet Audi appearance specifications, and are also available for replacement ordering by Audi dealers.

What is the parts allocation plan for this action?

- A small parts allocation will take place prior to customer notification.
- If additional parts are required for critical cases, please contact the Parts Specialists at 800-767-6552.

Is a loaner vehicle being covered under this action?

No. A loaner vehicle is not being covered under this action.

Is towing being covered under this action?

No. Towing is not covered under this action.

What should dealers do if they have any affected vehicles in inventory?

Dealers can use their most current AIM report to identify any affected vehicles that may be in their inventory. In the interest of customer satisfaction, affected vehicles should be kept in a secure area where they cannot be made available for sale, lease, trade or demo use until this repair has been performed.

What is the expiration date for this customer satisfaction campaign?

This campaign will be available for customers free of charge **only until February 28, 2016**. Vehicles repaired under this action must have this service completed on or before **February 28, 2016** to be eligible for payment.

Work performed after February 28, 2016 will not be eligible for payment. Dealers should keep this expiration date in mind when scheduling customers for this action.

If a customer wishes to have this service performed after the expiration date, your dealerships normal parts and labor cost associated with this repair will apply.

Who should dealers contact if they have additional questions?

Dealers with additional questions about this or any other campaign should contact Warranty. Press inquiries should be directed to Audi Public Relations.

IMPORTANT!

This FAQ is intended to provide supplementary information regarding this action. For additional information, please refer to the campaign circular posted on ElsaWeb and ServiceNet. 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.