

Audi of America, Inc.



Date: January 30, 2015

To: Audi Dealer Principal, Service Manager, and Parts Manager

From: Audi Product Compliance

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

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

We would like to inform you of an upcoming Customer Satisfaction Campaign. Please refer to the attached Campaign Data Sheet for additional information.

If you have any questions or require additional assistance, please contact Warranty. As always, any press inquiries should be directed to Audi Public Relations.

Audi Customer Protection

Attachment: Campaign Data Sheet (1)

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Audi

CAMPAIGN DATA SHEET

CAMPAIGN TYPE		Customer Satisfaction Campaign	
SAGA CODE		44L6	
MARKET(S)		United States and Canada	
AFFECTED VEHICLES		2015 MY Audi A7 with 19-inch wheels	
TOPIC		Wheel Replacement	
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 <u>free of charge</u> . The new wheels meet Audi appearance specifications, and are also available for replacement ordering by Audi dealers.	
CUSTOMER NOTIFICATION DATE		On or about February 3, 2015	
ELSA VISIBILITY DATE		On or about February 3, 2015	
AIM VISIBILITY DATE		On or about February 3, 2015	
VEHICLE COUNT	TOTAL AFFECTED	USA: 233	CANADA: 29
	DEALER INVENTORY	USA: 2	CANADA: 1
	CPO INVENTORY	USA: 0	CANADA: 0
APPROXIMATE REPAIR TIME		Up to 140 TU	
SPECIAL TOOLS NEEDED?		SEE CAMPAIGN WORK PROCEDURE	
PARTS REQUIRED		SEE CAMPAIGN WORK PROCEDURE	
INITIAL PARTS ALLOCATION DATE		On or about January 30, 2015	
TECHNICIAN TRAINING REQUIRED?		SEE CAMPAIGN WORK PROCEDURE	
EXPIRATION DATE		February 28, 2016	
ADDITIONAL INFORMATION		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, normal parts and labor cost associated with this repair will apply.	

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 Elsa for the most current repair information. Refer to the campaign circular for complete repair and claiming instructions.