



Das Auto.

VOLKSWAGEN DEALERSHIP COMMUNICATION – USA Only

Date: July 20, 2015

To: Dealer Principal, Sales Manager, Service Manager, Parts Manager and Warranty Administrator

Subject: Upcoming Service Action 19K5 – Coolant Pump
2011-2014 Model Year Volkswagen GTI

IMPORTANT NOTICE TO DEALERS - FOR IMMEDIATE DISTRIBUTION

We would like to inform you of an upcoming service action. 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 Volkswagen Public Relations.

Volkswagen Customer Protection

Attachment: Campaign Data Sheet (1)



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CAMPAIGN DATA SHEET

CAMPAIGN TYPE	Service Action	
SAGA CODE	19K5	
MARKET(S)	United States	
AFFECTED VEHICLES	2011-2014 MY Volkswagen GTI	
TOPIC	Coolant Pump	
PROBLEM DESCRIPTION	The coolant pump may develop a small leak over time.	
CORRECTIVE ACTION	Inspect and, if necessary, replace the coolant pump.	
CUSTOMER NOTIFICATION DATE	On or about July 28, 2015	
ELSA VISIBILITY DATE	On or about July 21, 2015	
OMD Web/VIM VISIBILITY DATE	On or about July 21, 2015	
VEHICLE COUNT	TOTAL AFFECTED	USA: 35,370
	DEALER INVENTORY	USA: 5
	CPO INVENTORY	USA: 320
APPROXIMATE REPAIR TIME	Up to 270 TU	
PARTS REQUIRED	SEE WORK PROCEDURE	
INITIAL PARTS ALLOCATION DATE	On or before July 20, 2015	
EXPIRATION DATE	December 31, 2018	
ADDITIONAL INFORMATION	Parts will be allocated prior to owner notification. If allocated parts have been used and your dealership is at the weekly Upper Order Limit, submit requests for additional parts via email to upperorderlimits@vw.com .	

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.



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Frequently Asked Questions (FAQ)

SUMMARY

Campaign Code: 19K5

Affected Vehicles: 2011-2014 MY Volkswagen GTI

Problem Description: The coolant pump may develop a small leak over time.

Corrective Action: Inspect and, if necessary, replace the coolant pump.

Is a loaner vehicle or towing assistance being covered under this action?

In the event a request is made, please follow existing alternate transportation/towing assistance guidelines to assist the customer. Charges for either service cannot be billed against this campaign but must be handled separate from the campaign. Dealers placing customers into loaner vehicles should refer to the Mobility Program Loaner Vehicle Claim Instructions VWS-14-01.

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

Dealers can use their most current OMD Web/VIM report to identify any affected vehicles that may be in their inventory. In the interest of customer safety and 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.

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 Volkswagen Public Relations.

How should customers seeking reimbursement for out-of-pocket expenses be addressed?

Customers seeking reimbursement under this action should refer to the reimbursement instructions that were included with their notification letter for information on what is required in order to request reimbursement. Reimbursement will come directly from Volkswagen, and is not something that a dealership would address. Customers can also contact Volkswagen Customer CARE/Relations directly with any questions they may have regarding reimbursement.

What is the parts allocation plan for this action?

Parts will be allocated prior to customer notification. If you have exhausted your allocated parts but have exceeded your weekly Upper Order Limit, please submit your requests for additional parts via email to upperorderlimits@vw.com. If you have questions regarding parts, please contact the Parts Helpline at 800-767-6552.

FOR USA ONLY:

vw.com VIN Lookup Tool Visibility

On or about **July 13, 2015**, the campaign code will appear for affected vehicles in the vw.com VIN lookup tool. Customers can check a vehicle's eligibility for repair under this or any other recall/service campaign by clicking on the **Look Up Recalls** link at www.vw.com and entering the Vehicle Identification Number (VIN).

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.