



Dear Mr. / Ms. [Insert name],

In recent days, news articles have mentioned Audi in connection with the ongoing action involving certain TDI diesel products that do not comply with emissions standards.

The numbers reported are startling: Nearly 500,000 Volkswagen and Audi models in the United States Without question, this has caused confusion and concern in your mind about our products, and even our brand overall.

That's why I'd like to set the record straight here.

First, allow me to define what's at issue for Audi in America. The Environmental Protection Agency and California Air Resources Board have determined that Audi A3 models equipped with 2.0-liter TDI engines contained software aimed at producing better emissions results in testing, and that these vehicles do not comply with emissions standards.

These cars represent a limited, but symbolically important part of our lineup. Altogether, we have sold approximately 14,300 A3 TDI models to U.S. customers starting with the 2010 model year. But we know that an owner – and the credibility of our great brand – stands behind each one of these cars.

Make no mistake, we at Audi of America view this situation as unacceptable and we are pushing for remedies that can be presented to regulatory authorities and to our loyal customers and fans. We intend to make things right.

If you own an Audi A3 2.0-liter TDI model we want to start a dialogue with you, and we will be reaching out directly by phone over the next couple of weeks with additional information, support and next steps. The affected A3 2.0-liter TDI models are safe and legal to drive while the engineers develop a remedy. Audi diesel models with the 3.0-liter V6 TDI engines – the Q5, Q7, A6, A7 and A8 – were not referenced in the EPA's letter, they remain on the market, and are available at dealerships.

In the meantime, I encourage you to let us know if you have any questions by calling 800-822-2834, or by e-mail to auditalk@audi.com. As your representative for Audi in America, I will keep our team focused on maintaining your trust in our products, our technologies and our people. We will do the right thing by you.

Best regards,

Scott Keogh
President
Audi of America