

## VWoA Compliance

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**From:** Audi Communications  
**Sent:** Friday, September 25, 2015 7:35 PM  
**Subject:** Information and FAQ on A3 TDI  
**Attachments:** Audi A3 TDI Q&A\_25Sep15.pdf

## Dealer Communication

<b>DP</b>	<b>GM</b>	Sales	CPO
Service	Parts	Warranty	F&I

**From:** Audi of America

Audi Dealer Partners,

Attached is a resource to help you answer questions that may come from your employees and customers regarding Audi A3 TDI emissions. We will continue to keep you updated in the days ahead. Above all, you should have confidence in our resolve to make things right for owners of these cars, to restore trust in our brand and to find remedies as soon as possible. We had a productive call today with the Audi Dealer Council and heard good recommendations from them on addressing this issue. Please continue to work closely with your region teams to ensure concerns are identified and addressed promptly.

Best regards,

Scott Keogh  
President  
Audi of America

For more dealer communications, visit the AccessAudi [Dealer Communications & Council](#) page.

## **Statement and Q&A - 9/25/2015**

To Dealers for Dealer Employee and Consumer Inquiries

### **Statement**

On September 18, 2015, Volkswagen Group of America, Inc., Volkswagen AG and Audi AG received notice from the US Environmental Protection Agency, US Department of Justice and the California Air Resources Board of an investigation related to certain emissions compliance matters.

As environmental protection and sustainability are among the strategic corporate objectives for Volkswagen and Audi, the company takes this matter very seriously and is cooperating with the investigation.

Volkswagen Group is committed to fixing this issue as soon as possible. We want to assure customers and owners of these models that their automobiles are safe to drive, and we are working to develop a remedy that meets emissions standards and satisfies our loyal and valued customers. Owners of these vehicles do not need to take any action at this time. The findings of the EPA do not reflect our values or who we are as a company.

At Audi of America, we are devoted to setting things right and earning back the trust of our customers, dealers, employees, the public and media.

We are also working with our Volkswagen Group of America colleagues to cooperate fully with the responsible agencies in the U.S. to establish the facts and take corrective action as a matter of urgency. We appreciate there are many questions that we just do not have answers to, but it's our commitment to communicate as soon as possible on all corrective actions affecting the Audi community.

### **Key messages – Audi of America**

1. First, it is important to recognize that the California Air Resources Board and EPA last Friday only found fault with Audi A3 models equipped with 2.0-liter TDI engines. AUDI AG confirmed yesterday that the 3.0-liter TDI engines in our Q5, Q7, A6, A7 and A8 lines do not have the hidden coding that activated emissions controls during regulatory testing. Our colleagues in Ingolstadt also said that these 3.0 TDI cars currently meet Euro 5 and Euro 6 emissions standards. Compliance confirmation with regulators in the U.S. will be obtained as soon as possible.
2. Second, the scale of this issue for Audi in America is far smaller than the news reports suggest. Out of the 11 million vehicles identified by the Volkswagen Group globally, of the nearly 500,000 TDI VW and Audi vehicles found out of compliance here in the U.S. only 14,331 A3 TDI models are ultimately involved here.
3. Third, and most important, the entire Audi of America organization will move heaven and earth to make things right for owners of these A3 TDI models. We will equip all of our dealers with the tools they need to succeed and we will push to restore absolute trust in this brand.

## Frequently Asked Questions

### **Situation**

#### **What does Volkswagen and Audi have to say about these allegations?**

Volkswagen Group of America (VWGoA) takes what the government has said very seriously. VWGoA is fully cooperating with the responsible agencies. Volkswagen AG has also ordered an external investigation of this matter. The trust of our customers and the public is and continues to be our most important asset.

We at Audi will do everything that must be done in order to re-establish the trust that so many people have placed in us, and we will do everything necessary in order to reverse the damage this has caused. This matter has first priority for the Boards of Management in Germany and the Top Executive Leadership team in the U.S.

We must remedy the issue, prevent this from ever happening again, and make things right... with our customers, our dealers, the government, the public, and our employees. We understand that Audi owners are disappointed and upset. We ask our dealers and our loyal and valued customers for their patience as we address this complicated issue as quickly as we can.

#### **VWGoA is always talking about its responsibility for the environment and about sustainability. How could such discrepancies come about despite these goals?**

We will maintain our high regard for the environment and sustainability. As part of a pending internal investigation, Volkswagen Group will leave no stone unturned to find out how this situation occurred. We regret that we cannot comment further on the matter at the current stage of the investigation.

#### **Was there deliberate cheating to obtain approval?**

Volkswagen AG has admitted the existence of the test recognition software to the authorities. This issue is the subject of the ongoing official investigation and VWGoA and its parent company will conduct an internal and external examination to investigate it unsparingly. Since according to the findings of the EPA/CARB our software does not meet the current US environmental regulations, we are cooperating with the investigating authorities and are working at full speed to implement technical measures to eliminate these deviations.

#### **Does this indirectly confirm that customers were deliberately given false or inaccurate information?**

VWGoA and Volkswagen AG take the violations that have been discovered very seriously and deeply regret that the trust that our customers and the general public had in us has been disappointed in this way. The entire organization is cooperating openly and fully with the competent authorities. An external investigation in this matter has also been commissioned. The Audi of America organization will do what it takes to make things right for owners of our A3 TDI models.

## **Models Impacted**

### **Which Audi models are impacted?**

The only Audi models named in the investigation are:

Audi A3 TDI 2.0L (Model Years 2010-2013, 2015)

### **How many of these affected models are Audi vehicles?**

The first generation 2.0 TDI engine appeared in 11,670 of the A3 TDI Sportback model sold from 2010 to 2013.

The 2015 A3 sedan came equipped with a later generation of the four-cylinder TDI engine. We have sold 2,661 of those cars.

So altogether, just over 14,300 cars are impacted out of more than 911,000 total Audi models sold in the U.S. since 2009.

### **Do you know for sure that only the A3 TDI 2.0 diesel models are affected?**

Based on the facts available to us at this point in time, we have no reason to believe any other Audi models are affected.

### **What about the remaining Audi TDI models with the 3.0L TDI engine, are they impacted?**

Vehicles equipped with the 3.0L TDI were not named in the September 18<sup>th</sup> notice regarding non-compliance, and they are still for sale on the market .

### **Are only diesel vehicles affected, or does it also affect vehicles with petrol/gasoline engines?**

Only diesel engines are affected.

## **Safety/Stop-Sale**

### **Is my vehicle safe to drive?**

Yes, these vehicles are safe to drive. The topic under investigation is not safety related, but specific to the emissions output of the vehicle. When a remedy is available, customers will be notified. Customers do not need to do anything at this time.

### **Is it true there is a stop-sale on TDIs?**

Right now we have put a stop-sale on all new and Certified pre-owned 2.0L 4-cylinder TDI vehicles and we are working with the government to obtain emissions approval for the MY16 2.0L TDI vehicles.

### **What was placed on 'Stop-Sale'?**

A mandatory stop-sale order was put in effect as of September 18, 2015 for 2015 MY Audi vehicles equipped with a 2.0L TDI (4-cylinder) engine in new car inventory, and 2010-2013 and 2015 MY Audi vehicles equipped with a 2.0L TDI (4-cylinder) engine in Certified pre-owned (CPO) inventory. As soon as a remedy is available for those vehicles we will lift the stop-sale.

### **When will the stop-sale be lifted?**

We are working to develop a remedy; we do not have any details at this time.

### **Addressing My Vehicle**

#### **What kind of technical remedial measures will be taken?**

We are working at full speed with our development departments to implement technical measures to remedy the issue.

#### **Can AoA implement the remedy to my vehicle today?**

Providing a remedy for this issue to our customers is a top priority, but at this time we don't have that specific remedy. Please know the vehicles are safe and legal to drive. The topic under investigation is not safety related, but specific to the emissions output of the vehicle. When a remedy is available, the organization will notify the customer. There are no necessary actions for the customer at this time.

#### **How long until a repair is available to customers?**

The organization is working to develop a remedy and will notify each customer when it is available. A specific timeframe is not yet available.

#### **What is the fix?**

We are working to develop a remedy and will notify the customer when it is available. A specific timeframe is not yet available.

#### **Will the solution/fix decrease fuel economy or change the performance of my vehicle?**

We are working to develop a remedy; we do not have any details at this time.

#### **Am I at risk for not passing the emissions test for my state?**

We don't anticipate that customers will have any issues with state registration or inspection. If a customer does experience an issue regarding state inspections, please have them reach out to the Audi Customer Experience Center at 1-800-822-2834.

## **Compensation**

**I no longer want to drive my TDI. Will AoA refund my purchase price, help me into a new “compliant” TDI or provide a rental vehicle until this is resolved?**

Please know the vehicle is safe and legal to drive. The topic under investigation is not safety related, but specific to the emissions output of the vehicle. When a repair is available the customer will be notified. The customer does not need to take any action at this time.

**Is the financial position of Audi or Volkswagen Group sufficient to handle this crisis?**

The long-term financial position for Audi continues to be strong. While this penalty will impact profits short-term at the Volkswagen Group level, Audi will continue to be a big part of the automotive industry for decades to come. The organization will have sufficient resources to cover future remedies to the affected TDI vehicles and to fulfill existing obligations otherwise. Audi will continue to invest in our products that customers want and deserve.

## **Pollution**

**I want to turn in my vehicle because I am concerned about the pollution it is causing.**

The organization is working with the EPA [CARB, if customer is in California] to determine what steps need to be taken to change the emissions control system on the vehicle. EPA has stated that vehicle owners do not need to take any action at this time. EPA has also said that these vehicles are legal to drive and resell.

**I don't want to drive my vehicle anymore because it is harming my health.**

EPA has stated that these vehicles do not present a safety hazard.

**Reference - EPA Statement:** “Car owners should know that although these vehicles have emissions exceeding standards, these violations do not present a safety hazard and the cars remain legal to drive and resell. Owners of cars of these models and years do not need to take any action at this time.”

**How harmful is my car to the environment? What damage is my vehicle really causing?**

The Volkswagen Group organization is cooperating with regulatory authorities to accurately determine this along with what corrective actions are required. Updates will be provided to dealers and all impacted customers as they are available.

## **Marketing/ External Relations**

### **Will you be pulling your clean diesel advertising?**

Audi has decided to stop promotion of the A3 TDI until they are available for sale.

### **What will you do with your Truth in Engineering tagline?**

Audi has over a 100-year history of innovation. When looking at this issue against the tableau of a century's worth of innovations, we encourage you not to let this error in judgment define an entire Brand and company of individuals that strive every day to build, sell and service the best vehicles for our customers.

### **Why are your A3 TDI diesel vehicles not on your website?**

Audi has decided to stop promotion of the A3 TDI until they are available for sale. The A3 TDI models will be returned to our website when they are available for sale.

### **Who do I direct media inquiries to?**

All media inquiries should be directed to Brad Stertz, Audi of America Communications.  
Brad.Stertz@audi.com

### **Who do I direct customer inquiries to?**

All customer inquiries and concerns should be directed to the Audi Customer Experience Center at 1-800-822-2834 or by email to [auditalk@audi.com](mailto:auditalk@audi.com)