

IMPORTANT INFORMATION

Please inform and provide a copy of this document to every person in your dealership with campaign-related responsibilities, including Service, Parts and Accounting personnel. By law, dealers must correct, prior to delivery for sale or lease, any vehicle that fails to comply with an applicable Federal Motor Vehicle Safety Standard or that contains a defect relating to motor vehicle safety. **If you have questions regarding this or any other campaign, please contact Warranty.**



Customer Satisfaction Campaign

SB-10057684-6410

Code: 44L6

**Subject: 2015 MY Audi A7
Wheel Replacement**

February 4, 2015

Problem Description

Certain vehicles were produced with 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 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.

Affected Vehicles

U.S.A. and CANADA:

2015 MY Audi A7

Verify the open Campaigns/Actions screen in Elsa to determine if the VIN# applies to this Campaign/Action

NOTE:

- *Elsa is the only valid campaign inquiry/verification source. Check Elsa on the day the campaign work will be performed to verify vehicle eligibility for the repair in order to receive claim payment consideration. Campaign status must show "open".*
- *If this repair appears to have already been performed on the vehicle but the code still shows open in Elsa, contact Warranty before proceeding further, e.g. a dealer may have recently performed this repair but not yet entered a claim for it in the system.*
- *Elsa may also show additional open action(s); if so, inform your customer - this work can be done while the vehicle is in for this campaign.*
- *Contact Warranty if you have any questions.*

Inventory Vehicle Open Campaign/Action Report (AIM)

On or about February 3, 2015, affected vehicles will be listed on the Inventory Vehicle Open Campaign Action report under My Dealership Reports (found on www.accessaudi.com & AIM). A list will not be posted for dealers who do not have any affected vehicles.

Parts Information and Allocation

Due to the small number of affected vehicles, parts will only be allocated for affected vehicles in dealer new-car inventory. Dealers scheduling this repair with customers should ensure that the replacement parts are ordered and on-hand to coincide with the customer's scheduled service appointment.

If you 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.

Owner Notification Mailing

On or about February 3, 2015, the customer mailing will take place. A sample copy of the owner letter is enclosed.

Customer Satisfaction Campaign Expiration Date

- 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.
- **Inspections/repairs 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.

Claim Entry Procedure

Immediately upon completion of the repair work, enter the Applicable Criteria ID and Repair Operation from the following chart. **The Applicable Criteria ID is shown in Elsa.** Claims will only be paid for vehicles that show this campaign open in Elsa on the day of the repair. To help ensure prompt and proper payment, attach the screen print to the repair order.

Saga Claim Entry Procedure

Check Elsa to determine if this campaign is open.

Service No.: 44L6
Damage Code: 0099

Parts Manufacturer

Removed part: Use vendor code 002

Sold vehicle = 7 10

Unsold vehicle = 7 90

Accounting Instructions

Criteria I.D. 4G

Replace all 4 wheels on vehicle.

Repair operation: 4412 56 99 140 T.U.

<u>Quantity</u>	<u>Part Number</u>	<u>Part Description</u>
4.0	4H0 601 025 BS	Alloy wheel*

Outside Material

<u>Amount</u>	<u>Part Number</u>	<u>Part Description</u>
\$5.00	Wheel Weights	Wheel Weights

***Causal Indicator: Select "alloy wheel" as causal part**

There is NO reimbursement for Vehicle Wash or Loaner

If customer refused repairs

U.S. dealers: Submit the request through Audi Warranty Online under the Campaigns/Update option.

Canadian dealers: Fax the Repair Order to Warranty at (905) 428-4811 and provide VIN, applicable Service Number, Customer Information, Dealer Number and Date.

The repair information in this document is intended for use only by skilled technicians who have the proper tools, equipment and training to correctly and safely maintain your vehicle. These procedures are not intended to be attempted by "do-it-yourselfers," and you should not assume this document applies to your vehicle, or that your vehicle has the condition described. To determine whether this information applies, contact an authorized Audi dealer. © 2015 Audi of America, Inc. and Audi Canada. All Rights Reserved.

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**

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. Our records show that you are the owner of a vehicle affected by this action.

What is the issue? Certain vehicles were produced with 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 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**

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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

Required Tools:

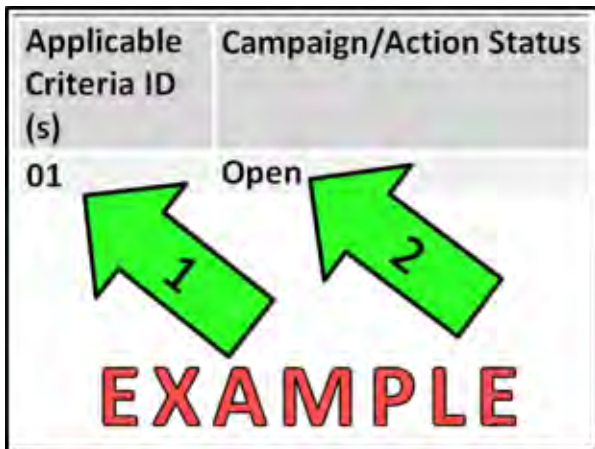


- Torque Wrench 1332 40 – 200 Nm or equivalent

Required Parts:


<u>Quantity</u>	<u>Part Number</u>	<u>Part Description</u>
4	4H0 601 025 BS	Alloy wheel

Work Procedure



Section A – Check for Previous Repair

- Enter the VIN in Elsa and proceed to the “Campaign/Action” screen



Tip: On the date of repair, print this screen and keep a copy with the repair order

- Ensure that the Status is “Open” <arrow 2>
- Note the Applicable Criteria ID <arrow 1> for use in determining the correct work to be done and corresponding parts associated

Proceed to Section B

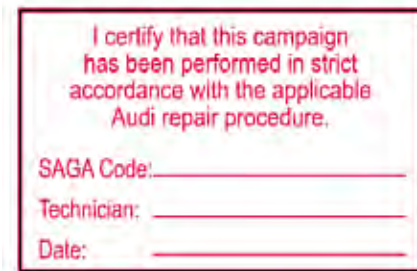
Section B – Remove Wheels and Install New Wheels

- Remove all 4 wheels from vehicle.
- Remove tires from current wheels and install on new wheels, **4H0 601 025 BS**.
- Balance new tire and wheel assembly.
- Reinstall tire and wheel assembly on to the vehicle and torque to 120 Nm.
- Drill hole in old rims so they are not able to hold pressure.

Proceed to section C

Section C – Campaign Stamp

- Once the campaign has been completed, the technician should stamp the repair order.
- Stamps are available for ordering through the Compliance Label Ordering Portal (item# AUD4927ENG).



I certify that this campaign has been performed in strict accordance with the applicable Audi repair procedure.

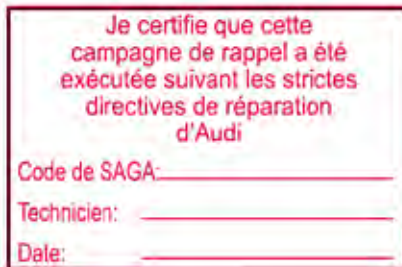
SAGA Code: _____

Technician: _____

Date: _____

Item#: AUD4927ENG

OR



Je certifie que cette campagne de rappel a été exécutée suivant les strictes directives de réparation d'Audi

Code de SAGA: _____

Technicien: _____

Date: _____

Item # AUD4927FRE

Proceed to Section D

Section D - Parts Return/Disposal

Properly destroy or dispose of removed parts in accordance with all state and local requirements, unless otherwise indicated and/or requested through the Warranty Parts Shipping Portal (WPSP) for U.S. and SAGA for Canada.

ALL WORK IS COMPLETE



Frequently Asked Questions (FAQ) Customer Satisfaction Campaign 44L6

SUMMARY

Campaign Code: 44L6

Affected Vehicles: Certain 2015 MY Audi A7 equipped

Problem Description: Certain vehicles were produced with 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 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.