

## VWoA Compliance

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**From:** Audi Communications  
**Sent:** Friday, April 08, 2016 12:00 PM  
**Subject:** TDI informational update  
**Attachments:** Customer Letter\_3-liter\_Goodwill Extension.pdf

**Importance:** High

Dear Audi Dealer Partners,

I know there has been a variety of TDI information coming your way the past few months. I'm writing to provide some context as to where we are in this process and to underscore my appreciation for your patience and support. I am as committed as I have ever been to this brand, you, our dealer partners, and our customers. You didn't cause the issue, but you are a critical part of helping us resolve it. It's my promise to you that we will get through this together.

As many of you know, after months of hard work developing a proposed remedy for 3.0L TDI vehicles, we submitted to U.S. regulators our recall plan for the affected 3.0L TDI vehicles in February. It's an extraordinarily complex process, but one in which we are making progress. Finalizing the technical solutions, having them approved and implementing them will necessarily take some more time.

In February, we shared with you the extension of the TDI Goodwill Package to affected 3.0L customers as well as our plan to further communicate to 2.0L customers as events allow. Since November, we've been making floorplan assistance and maintenance payments on your affected New and Certified pre-owned inventory, including the vehicles that had been part of the Courtesy Lease Vehicle Program. Also, effective immediately we will remove returning TDI leased vehicles from the calculation of your 2016 Keep it Audi objectives.

We've also just extended the registration deadline for the 3.0L TDI Goodwill Package by 90 days, until July 31 and will be sending a letter to customers to let them know of the change. Please find the customer letter attached for your reference.

Finally, we recognize that when the stop-sale is lifted, you may require additional sales and marketing support to retail these vehicles. We are working on proposals which we will develop with the Dealer Council to help you accelerate out of this turn. I look forward to sharing these with you in the future.

Despite this challenging time, Audi has never been more committed to the future. In March, AUDI AG chairman, Rupert Stadler announced plans to invest more than \$3.3 billion this year on future technologies and product, some of which you saw when we met in Austin and much of which you will no doubt see on your showroom floors in the years ahead.

In the meantime, if you have any questions or concerns, as always please do not hesitate to contact me.

Sincerely,

Scott Keogh  
President  
Audi of America