

April 8, 2016



Audi

Dear Customer,

We noticed you have not registered for the TDI Goodwill Package and wanted to let you know that your deadline to register for the offer has been extended until July 31.

Your TDI Goodwill Package includes a \$500 Audi Prepaid Visa® Loyalty Card, a \$500 Audi Dealership Card, and 24-hour roadside assistance for three years. You can learn more about it and register at <https://www.audiusa.com/about/diesel-information/v6-diesel>.

In the meantime, Audi is addressing feedback from the Environmental Protection Agency and the California Air Resources Board on the proposed remedy we submitted February 2, addressing the emissions issue that affects your 3.0L TDI vehicle. Once we receive the authorities' final approval we will let you know the next steps as quickly as possible. Thank you for your patience during what no doubt has been a trying time for you.

We are committed to bringing your vehicle into compliance. You chose this brand because you expect us to meet the industry's highest standards for quality and service. We don't take that, or your loyalty, for granted. You have my promise that we will work to earn back your trust.

Thank you again for your patience and understanding.

Sincerely,

Scott Keogh
President
Audi of America

**See reverse for important details*

*Restrictions apply. Affected customers eligible for the TDI Goodwill Package are not required to waive their rights or release or arbitrate their claims against Audi of America in order to receive the Package. TDI Goodwill Package available only to registered owners or lessees as of November 8, 2015 of affected TDI vehicles who can provide VIN and other requested verification data. Limit one per affected vehicle as confirmed by unique VIN; cards may not be transferred or sold. Affected 2.0L customers must register for the TDI Goodwill Package by April 30, 2016. Affected 3.0L TDI customers must register by July 31, 2016. Affected customers must comply with all Program Rules, including activating at participating dealership within one year of issuance. Audi Prepaid Visa Loyalty Cards are issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. This card can be used anywhere Visa debit cards are accepted. Dealership card can only be used at participating Audi of America dealerships. Both cards expire one year after date of issuance upon registration for the TDI Goodwill Package. Void where prohibited and outside U.S. and Puerto Rico. See www.audidieselinformation.com or call 1-800-822-2834 for important eligibility, registration, activation, and other Program Rules.