

VWoA Compliance

Subject: Audi TDI Goodwill Package Extended to 3.0L Customers
Attachments: Dealer Information Letter.pdf; Dealer FAQs.pdf; Sample Customer Letter 3.0L Owners.pdf; Sample Customer Letter 2.0L&3.0L Owners.pdf

From: Audi Communications
Sent: Friday, February 05, 2016 5:07 PM
Subject: Audi TDI Goodwill Package Extended to 3.0L Customers

Dear Dealer Partners,

The following documents are attached to provide you with information on the Audi of America TDI Customer Goodwill Package which is being extended to Audi 3.0L TDI customers.

- Dealer Information Letter
- Dealer Frequently Asked Questions (FAQs)
- Sample Customer Letters (3.0L TDI owners and 2.0L/3.0L TDI owners)

This package includes a \$500 Audi Prepaid Visa® Loyalty Card, a \$500 Audi Dealership Card, and 24-hour roadside assistance at no charge for three years. This is the same goodwill package which is being offered to Audi 2.0L TDI customers.

As previously communicated, this goodwill package is an initial step and an opportunity to show our gratitude to our customers for their patience and loyalty while we work on a remedy. It's also a mechanism for dealers to interact directly with customers in a positive and meaningful way during this time. Also important, it ensures we have the ability to contact as many of these TDI owners as possible once that remedy is available.

Please be sure to share this with the necessary departments and roles within your dealership (Audi Brand Specialists, Service Advisors, etc.) so they are all prepared to assist Audi 3.0L TDI owners.

Thank you,

Audi of America

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.



February 5, 2016

Dear Dealer Partners,

I'm writing to provide you with an update on the TDI emissions matter. Right now, there is a team of more than 200 engineers, technicians and specialists who are working steadily on a remedy. We are continuing to meet with regulators in the U.S. on a potential remedy for our affected 2.0L and 3.0L TDI vehicles and will share any updates as soon as they are available.

In the meantime, I want to share that we are extending the Audi of America TDI Goodwill Package* to customers with affected Audi 3.0L TDI vehicles.

This offer provides a way to engage in an active and positive dialogue with our affected Audi 3.0L TDI owners and marks a first step toward rebuilding the trust they have in Audi. We plan to keep you and our Audi TDI owners informed to the best of our ability as this issue moves toward a resolution.

Today, on our website, www.audidieselinformation.com, 3.0L TDI customers can begin to read about details on the package, determine their eligibility and enroll in the program. The package includes a \$500 Audi Prepaid Visa® Loyalty Card, a \$500 Audi Dealership Card, and 24-hour roadside assistance, at no charge, for three years. This is the same package offered to affected A3 2.0L TDI customers.

Your help executing this program is critical and greatly appreciated. We hope this offer provides an opportunity for you to interact directly and positively with customers to strengthen relationships. Those connections will become even more important once a remedy is approved.

We have a dedicated support team in the Audi Customer Experience Center to answer questions from customers and dealership employees. Below is a list of important dates tied to the program launch.

- ▶ **February 5:** Information updated on www.audidieselinformation.com and dealer activation and validation site is live
- ▶ **February 7:** Letter mailed to known affected Audi 3.0L TDI owners announcing the program
- ▶ **Week of February 8:** Audi Dealer Reference materials added to AccessAudi / Library or AccessAudi / My Page / News
- ▶ **In approximately (4) four weeks:** Goodwill packages begin shipping to customers

Thank you for your continued support and dedication to Audi. This has been a trying time for the brand, but know that I share your same desire to work until this is made right for every last customer.

Best regards,

Scott Keogh
President
Audi of America

* Restrictions apply. Affected customers eligible for the 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. 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 customers must register for the Goodwill Package by April 30, 2016 and 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 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.

Audi of America TDI Goodwill Package - Dealer FAQ

General Information and Eligibility

1. Why is Audi doing this TDI Goodwill Package?

Audi continues to cooperate with relevant government authorities as we investigate and address the emissions issues affecting Audi TDI vehicles. Audi is working to determine a remedy, which must also receive government approval. We ask customers for their continued patience, and will work to keep them informed in a timely manner.

In the meantime, we want to demonstrate to customers with affected Audi TDI models that we appreciate their patience and understand their concerns. This Goodwill Package is designed as a first step towards re-building customers' faith and trust in both their car and the Audi Brand. The program consists of separate pre-paid cards (a \$500 Audi Prepaid Visa® Loyalty card and a \$500 Audi Dealership card) plus 3 years of Roadside Assistance. We believe this Goodwill Program demonstrates that we are aware of the customers' concerns and that we genuinely desire to help. This program can be used to assist customers with ongoing maintenance for their Audi vehicle, and whatever else they may need.

2. How do we respond to a customer who asks when a remedy will be ready?

Audi is working to determine a remedy, which must also receive government approval. We ask customers for their continued patience, and will work to keep dealers and owners informed in a timely manner.

3. What is the Audi TDI Goodwill Package?

The Audi TDI Goodwill Package consists of:

- \$500 Audi Prepaid Visa Loyalty Card
- \$500 Audi Dealership Card
- No-charge 24-hour Roadside Assistance for three years

*Please note the same Goodwill Package offered to affected A3 2.0L TDI customers is being extended to affected 3.0L V6 TDI customers

4. Which vehicles are eligible for the Audi TDI Goodwill Package?

Current owners and lessees of the following Model Year Audi TDI vehicles are eligible to receive the Audi TDI Goodwill Package:

- Audi A3 TDI (2010- 2013 & 2015)
- Audi A6 TDI Quattro (2014-2016)
- Audi A7 TDI Quattro (2014-2016)
- Audi A8/A8L TDI (2014-2016)
- Audi Q5 TDI (2014-2016)
- Audi Q7 TDI (2009-2016)

5. Are corporate fleet, rental fleet and dealer owned vehicles eligible for the Audi TDI Customer Goodwill Package?

Audi corporate fleet sales of affected vehicles and affected vehicles sold by dealership to rental car companies are not eligible to receive the goodwill package. Affected vehicles that are in dealer inventory at new vehicle or used vehicle automotive dealerships are not eligible. Vehicle brokers are not eligible to claim a goodwill package on affected VINS.

6. Are businesses eligible to receive the Audi TDI Customer Goodwill Package?

Retail customers that purchased an affected vehicle under a Business name are eligible to receive the Goodwill Package. For validation, the owner or lessee of the affected vehicle must show an ownership link to the company (name on registration or lease agreement) in which the car is registered (i.e., small company owner, doctor, etc.).

7. Who can I contact if I have a question about the Audi TDI Goodwill Package?

Please contact the Audi Customer Experience Center at 1-800-822-2834 or visit <https://www.audiusa.com/about/diesel-information> and select the relevant engine model. Additionally, Audi Dealer Reference materials can be accessed at AccessAudi/Library, AccessAudi/My Page/News

- 8. Are affected customers eligible for the Goodwill Package required to waive their rights or release or arbitrate their claims against Audi of America in order to receive the Package?**
No. Affected customers eligible for the Goodwill Package are not required to waive their rights or release or arbitrate their claims against AoA in order to receive the Package.
- 9. If an affected customer registers for the Audi TDI Goodwill Package, does the Audi Prepaid Visa Loyalty Card Cardholder Agreement make it so that they are waiving their rights to file a lawsuit against AoA?**
No. The Cardholder Agreements are solely between the customer and MetaBank® (and its successors, affiliates or assignees). Affected customers eligible for the Goodwill Package are not required to waive their rights or release or arbitrate their claims against AoA in order to receive the Package. No terms of the Cardholders Agreements will waive any eligible customer's rights against AoA with respect to their TDI vehicles.

Activating Audi TDI Goodwill Packages

- 10. Where do I go to activate the Audi TDI Goodwill Packages for customers?**
Go to the 'TDI Dealer Portal' at AccessAudi/MyPage/Service
- 11. Which staff in our dealership has access to activate the Audi TDI Goodwill Packages for customers?**
All dealership staff has access to activate the Audi TDI Goodwill Packages.
- 12. Can I activate Audi TDI Goodwill Packages over the phone?**
No. Activation at the dealership is required. We apologize for any inconvenience, but our priority is ensuring that the rightful owners receive benefit of this card.
- 13. I am attempting to activate a card for a legitimate owner, but the Audi TDI Goodwill Package associated with the VIN is already claimed. How do I manage customer expectations and start an investigation into the issue?**
Please contact the Audi Customer Experience Center at 1-800-822-2834 or visit <https://www.audiusa.com/about/diesel-information> and select the relevant engine model. The customer will be required to provide the necessary documentation to substantiate claim.

If a customer has additional questions they can be referred to the Audi Customer Experience Center at 1-800-822-2834 or <https://www.audiusa.com/about/diesel-information> for further assistance.
- 14. Do I need to keep copies of the documents the customer brings in to validate their ownership?**
It is HIGHLY recommended that you keep copies of all documents (registration, license, etc.) that the customer brings in to validate their ownership of the vehicle just as you would when selling or leasing a vehicle. If we need to investigate a case of multiple claims on the same VIN, or other issues, we will ask you to substantiate any owner who claimed the VIN. For this reason, we would advise you to please securely maintain copies of all customer documents, including a print of the confirmation screen from the Dealer Activation site. As always, it is very important to keep this type of personal customer information in a secure location, and applicable laws may specify how you handle such information. Please consult your attorney with any questions.
- 15. A previous owner visits my dealership and is upset because he/she just sold their affected TDI, is there any way to provide an additional Audi Prepaid Visa Loyalty Card and Audi Dealership Credit?**
No, to be eligible, you must be the current registered owner or lessee of an affected Audi TDI vehicle as of November 8, 2015.
- 16. The owner visits my dealership and presents more than one card to be activated for a single vehicle. What should I do?**

Only one card will be activated, duplication activation will be blocked by the system. To ensure that the card you are activating has the correct contact information, you will enter the VIN + card reference number into the TDI Dealer Portal and review all contact information with the owner.

Update any information (in cases where customers have two addresses or vehicle mileage), enter the activation code, and activate. After activation is complete, destroy the remaining, un-activated card(s) as they will not be eligible for redemption.

17. After I activate the Audi TDI Goodwill Package for an affected vehicle, what prevents that customer from selling their vehicle and the next owner attempting to claim a Goodwill Package as well?

Our systems only allow one Audi TDI Goodwill Package to be claimed against an eligible VIN.

18. Do I need to register my merchant IDs to accept the Audi Dealership Card or Audi Prepaid Visa Loyalty Card in the event that the customer wants to use both at the dealership? If so, how do I do this and do all terminals need to be registered?

Yes, all terminals that customers will be using for dealership transactions must be enrolled in order to accept the Audi Dealership Card. Your Audi regional team will be assisting you with the terminal enrollment process over the next couple of weeks to ensure that your terminals are enrolled prior to the first customer visit.

19. A customer is attempting to use an activated card at the Dealership to pay but the card is not processing (swiping). Why might this be? Whom can I contact?

Please contact Card Services at 1-844-847-0101.

20. Can I ask the customer to take a test drive or make a purchase in order to activate the Audi TDI Goodwill Package?

Absolutely not. No test drive or purchase is necessary and it is important that you do not suggest anything to the contrary to your customers. Aside from verifying eligibility, ownership, and identity, no additional steps are required for activation. While you are welcome to invite customers to look around or make a purchase, this should be done in a “no pressure/no obligation” manner and it should not be raised until after the activation process is completed.

21. Should I staff-up my dealership? Will I be compensated for any additional staff or staff re-purposed to activate these cards?

This program is a great opportunity for your dealership to create another positive impression/touch point with the customer. We have designed the dealer portion of the card activation process to be simple and requiring a minimal time investment. That said, your dealership’s participation is voluntary.

22. Will we have onsite training in this process?

Audi will provide training in the form of a Dealership Reference Guide. Audi Dealer Reference materials added to AccessAudi/Library, AccessAudi/My Page/News. Additional questions can be directed to your AoA Area Team.

It is recommended that Dealership management inform all Sales and Service customer-facing staff in your dealership of the program.

23. If a customer is eligible for multiple Audi TDI Goodwill Packages because they own more than one affected TDI vehicle, can they use all of their Audi Prepaid Visa Loyalty Cards and Audi Dealership Cards toward a new vehicle?

Yes, as long as VISA is accepted at the participating dealership.



Audi

February 6, 2016

Dear Customer,

I know it's been a while since I've been in touch with you directly, and I want to let you know where things stand on resolving the emissions issue with your 3.0L TDI vehicle.

Right now, there is a team of more than 200 engineers, technicians and specialists working day and night on a remedy. Once they develop a remedy, we then present them to regulators for their thorough review and feedback. On February 2nd, we submitted a proposed remedy to the regulators and await their review.

While I know it's frustrating for you to wait, I want you to know that this is a top priority for our entire organization. We are fully cooperating with them to find an approved remedy and you will hear from me the instant that happens.

To thank you for your loyalty and patience, we would like to provide you with a Goodwill Package*. This package includes a \$500 Audi Prepaid Visa® Loyalty Card, a \$500 Audi Dealership Card, and 24-hour roadside assistance at no charge for three years.

To initiate the process, please visit www.audidieselinformation.com. There you will find more information about your 3.0-liter diesel engine, as well as details of the Goodwill Package. You're not required to waive your rights or release or arbitrate your claims against Audi of America in order to receive the Package. This, of course, is only a first step toward our goal of satisfactorily resolving this issue.

I intend to start sending more frequent updates to keep you informed of where things stand. As the head of Audi in America, please know that I share your disappointment with the circumstances that caused the problem and your frustration with this situation.

We recognize that for many of our drivers, especially our TDI drivers, your vehicle is much more than a means of transportation. It's a statement of your values.

In the days ahead, we are fully committed to not only bring your car into compliance, but to go beyond that expectation: My goal is to make sure you have a car you're proud to drive, built by an automaker whose badge you're proud to display. You will have a vehicle that is not only in compliance, but represents everything you've come to know and love about your Audi TDI.

Thank you again for your understanding.

Sincerely,

Scott Keogh
President
Audi of America

**See reverse for important details*

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Audi

February 6, 2016

Dear Customer,

I'm sorry I haven't been in closer contact over these past few months, especially because you're a member of a very important group of people for us at Audi of America. You own both A3 2.0 liter and 3.0 liter TDI vehicles.

I realize that your Audi vehicles are much more than a means of transportation. They're a statement of your values. And I recognize these past few months have been frustrating while you've waited for information and a solution.

Here's what we're doing right now to fix the problem.

Throughout our organization, more than 200 engineers, technicians and specialists are working day and night on a remedy. Once they develop a remedy, it then needs to undergo tens of thousands of miles of durability testing. If that is successful, we then present our proposals to the U.S. and California regulators for their thorough review and feedback.

In the case of your A3 TDI, our engineers presented an initial proposed remedy at the end of November. In early January, the Environmental Protection Agency and the California Air Resources Board said that we needed to further refine that proposed solution. We are fully cooperating with them to find an approved remedy.

In the case of your 3.0L vehicle, we presented a proposed remedy to the regulators on February 2nd and await their review.

I know your patience may be tested as this detailed process unfolds, but please know that our entire organization considers this the highest of priorities.

As a sign of our continued gratitude throughout this process, we want to offer you a Goodwill Package*, this one for your 3.0 liter Audi. Like the package for your A3, this includes a \$500 Audi Prepaid Visa® Loyalty Card, a \$500 Audi Dealership Card, and 24-hour roadside assistance at no charge for three years on your 3.0L vehicle.

The enrollment process for this goodwill package is also similar. Please visit www.audidieselinformation.com to sign up. You're not required to waive your rights or release or arbitrate your claims against Audi of America in order to receive the Package.

I intend to start sending more frequent updates to keep you informed of where things stand as we work to resolve this matter. As the head of Audi in America, know that I share your disappointment with the circumstances that caused the problem and your frustration with this situation.

In the days ahead, we are fully committed to not only bring your car into compliance, but to go beyond that expectation: My goal is to make sure you have a car you're proud to drive, built by an automaker whose badge you're proud to display. You will have a vehicle that is not only in compliance, but represents everything you've come to know and love about your Audi TDI.

Thank you again for your understanding.

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Scott Keogh
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