



Customer Loyalty Assistance

General Communication

Number: VWG-17-01

Subject: Customer Loyalty Assistance Quick Reference Charts
(US Dealers)

Date: Jan. 12, 2017

This document conveys
Volkswagen Customer Loyalty
Assistance general information.

Customer Loyalty Assistance
Claim Coding Reference

Claim Type	Goodwill Option	Other Documentation Required	Service Number/ Damage Code	Labor/Outside Labor & Materials/ Outside Materials	Goodwill Share Tab	Comments Field*
210	Out of Warranty Repairs	Substantiating paperwork may be requested with	Following existing Warranty Policy and Procedure			
2CM	Marketing Services	goodwill offer documented	Following existing Warranty Policy and Procedure			
2CM	Acknowledgement Gift	Proof of purchase (receipts) and documentation on RO	X091	These claims only have Outside Labor.	Enter % in Outside Labor/Parts only. Entered % should reflect how much the customer or dealer is contributing	Brief justification of claim and type of assistance offered.
	Reunites	Proof of cost incurred and documentation on RO	X091			
	Extended Service Contract	Proof of cost incurred and documentation on RO	X091			
	Lease or Loan Payment	Proof of payment and documentation on RO	X092			
	Customer Loyalty Assistance Loaner/Rental: Use "0010" as damage code and "444" in "Removed part" field ("USM" for Routan only)	Rental agreement and documentation on RO	X055			See above plus number of days down



Customer Loyalty Assistance

Claim Submission Reference Chart

Claim Type	Goodwill Type	Goodwill Option	Definition	Self-Authorization Guidelines		WISE Request	
210	Technical	Out of Warranty Repairs	Assistance with out of warranty repairs. Consumables such as bulbs, brakes, batteries, are not included.	0-12 months or < 12,000 miles, whichever occurs first, outside NVL or PTL warranty	Up to 100% Not to exceed \$2000 per RO	Only Outside Self-Authorization Parameters	
				13 - 24 months or < 24,000 miles, whichever occurs first, outside NVL or PTL warranty	Up to 75% Not to exceed \$2000 per RO		
2CM	Marketing Gift	Acknowledgement Gift	Gift certificates, dinner, fuel card, DriverGear accessories, etc.	Within New Vehicle Limited Warranty and up to \$750 per RO.			
		Lease or Loan Payment	Vehicle payment assistance to recognize a significant repair event(s) or experience.				
		Reunites	Cost associated with reuniting a customer with their vehicle under extenuating circumstances.				
		Drive Easy Extended Warranty	Extended service contract offered to increase customer satisfaction in the event of a lengthy repair history. Not to be used in conjunction with a new vehicle sale.				
		Customer Loyalty Assistance Loaner/Rental:	Assistance with alternate transportation in extenuating circumstances. Not to be used as a replacement for mobility vehicles.	Goodwill Exception Request (WISE) submission required			
2CM	Marketing Service	Marketing Related Services	Assistance toward services or replacement of consumable items.	Goodwill Exception Request (WISE) submission required			