

## VWoA Compliance

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**Subject:** MY15 Audi 3.0L Q7 TDI Resale Announcement

**Importance:** High

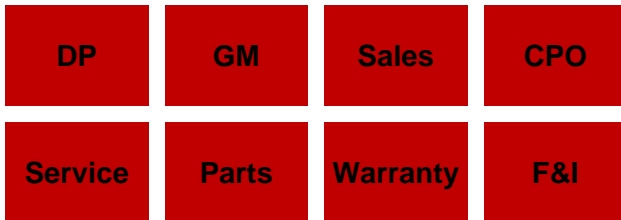
**From:** Audi Communications

**Sent:** Monday, November 27, 2017 6:03 PM

**Subject:** MY15 Audi 3.0L Q7 TDI Resale Announcement

**Importance:** High

## Dealer Communication



**From:** Audi Operations

## MY15 Audi 3.0L Q7 TDI Resale Announcement

Dear Dealer Partners,

We are pleased to announce that we have received regulatory approval to begin sales of New and CPO, Model Year 2013-2015 Audi Q7 3.0L TDI vehicles in dealer inventory. However, prior to retailing any units in inventory, Dealers **must** perform several steps to ensure the vehicles are in proper condition and meet the emissions standards as approved by the agencies. Please reference below a brief summary regarding these steps.

### **Step 1: Complete All Open Campaigns and Service Actions, including [Emissions Recall Campaign 23V5](#)**

The latest [Emissions Recall Campaign 23V5](#) has been published to Elsa to include New MY13-MY15 Audi Q7 3.0L TDI models in inventory. Once the sales preparation work has been completed, it is mandatory that every open campaign and service action is completed prior to sale.

NOTE: Dealers will be unable to sell/report any New MY13-MY15 Audi Q7 3.0L TDI vehicles with any open campaign. Stop-Sale holds will remain until all campaigns have been completed and the corresponding SAGA claim approved.

Based on our inventory search of OMD Web, Dealers with New MY15 3.0L Q7 TDI vehicles will be receiving a document shipment addressed as: "Attention: Service Manager." These shipments, which will commence today, will include the following items that are required for each vehicle:

- Replacement Monroney Window Sticker
- Emissions Modification Supplemental Window Sticker
- VECI & Emissions Modification Completion Labels

- ECR Disclosure Booklet
- Owner's Manual Insert
- Permanent TDI Window Sticker

If your dealership has any missing labels or documents, please reach out to the Distribution Support Help Desk at [\(877\) 299-0505](tel:877-299-0505).

The Emissions Recall Campaign outlines all the necessary steps for these written disclosures and vehicle labels, as well as the IN-FORM Tool Validation steps. Once all actions are completed, the SAGA claim can be submitted.

## Step 2:

### Complete Sales Preparation Program ([AWA 17-15](#) & [AWA 17-16](#))

Similar to programs previously released on 2.0L TDI vehicles, we will be offering a Sales Preparation program on the New MY15 Audi Q7 3.0L TDI models in dealer inventory. Complete details regarding the process can be found in the warranty circulars linked to this communication and available on Audi Warranty Online.

## Step 3: Incentive Programs

To ensure a successful start of sales for these newly eligible vehicles, we are pleased to announce an aggressive retail support program. A brief summary of the incentives are listed below, while additional details can be found in the linked incentives bulletin [A17UTDI2](#).

- [MY15 Q7 3.0L TDI Support Program](#); VIN specific Dealer Cash equating to 20% of MSRP
- Audi Margin and Bonus programs – all existing Kind of Sale Code reporting policies apply
- Audi Financial Services (AFS) TDI Special Retail APR Program
  - Please check the AFS Dealer Extranet for the specific program support details

If you have specific incentive questions, please contact the Audi Incentives Service Desk at [\(888\) 777-9336](tel:888-777-9336), **Option 1** or email at [ISD@audi.com](mailto:ISD@audi.com).

## Step 4: Sales Reporting

Once the SAGA claim has been approved and all campaigns have been closed, we will remove the "Stop-Sale" hold on the approved VINs within 1 business day. Dealers should verify the VIN has had the "Stop-Sale" Hold removed in OMD Web before reporting the vehicle.

### **IMPORTANT NOTIFICATION: New MY15 3.0L Q7 TDI vehicles with over 1,000 miles.**

It has been identified that some new, unsold 3.0L TDI vehicles in dealer stock have over 1,000 miles yet have never been delivered. Without an in-service date for these vehicles, Campaign and Sales Preparation Program SAGA claims cannot be processed. For these vehicles, please read the separate warranty communication in regards to their handling and claims submission procedures.

While these vehicles require an in-service data as part of the demo status process, these vehicles may still be reported as new in OMD Web as KOS 0, 2, 3, after they are placed in demo status. These vehicles are also eligible for incentive programs, and are subject to all financing guidelines as outlined in the AFS Finance Handbook. Please consult your legal counsel regarding any additional required disclosures to end customers related to the vehicle's "demo" status.

For any questions regarding claims processing, please contact the Warranty Helpline at [\(866\) 677-2834](tel:8666772834).

As always we appreciate your continued support, effort and partnership through this process.

Sincerely,

TDI Dealer Communications Team

Please click [here](#) to read the official Audi Dealer Communication Letter.

For more dealer communications, visit the [Communications](#) page on iAudi.