

VWoA Compliance

From: Volkswagen Dealer Communications <lists@volkswagenresources.com>
Sent: Friday, August 10, 2018 3:26 PM
To: VWoA Compliance
Subject: Tiguan Panoramic Sunroof Ambient Light Bar (60D1) Customer Goodwill Program



August 10, 2018

TO: Dealer Principals, General Managers, Sales Managers and Service Managers

RE: Tiguan Panoramic Sunroof Ambient Light Bar (60D1) Customer Goodwill Program

Dear Dealer Partners,

Volkswagen of America ('VWoA') will be extending courtesy Goodwill to 2018 MY Tiguan customers with vehicles affected by the Panoramic Sunroof Ambient Light Bar (60D1) Safety Recall. VWoA announced this recall on July 23, 2018.

Customer sold units affected by this recall will return to the dealership to have the panoramic sunroof ambient lighting feature disconnected and a software update completed. When a repair has been announced and parts are available, customers will be invited to return to the dealership to have the feature reconnected.

Due to this inconvenience, VWoA will send via US Mail, a prepaid loyalty card to retail customers (excludes fleet) affected by this campaign, after they complete the initial visit and have the disconnect and reflash completed. Please note that these cards expire after one year.

VWoA will ship the \$150 card to the customer's home address as listed in the Repair Order (RO). Please ensure your best efforts to properly capture the customer's name, home address, phone number and email on the Repair Order, as this is the address that will be utilized to ship the cards to.

Please be sure your service team is communicating this to customers when they come in for the disconnect. Customers can expect to receive a gift card about four-six weeks (based on supply of gift cards available) after their initial visit. This card will be branded with the Volkswagen logo and it will be sent in a standard envelope which will be branded as well. The card will be accompanied by a letter thanking them for their purchase and apologizing for the inconvenience. The letter will contain an explanation that the card can only be used at the Volkswagen dealer of their choosing to purchase Volkswagen accessories, Driver Gear, genuine parts, maintenance or services.

If a customer has not received their card, please have them reach out to Customer Care at [1-800-822-8987](tel:1-800-822-8987) Monday-Friday 8am-9pm EST. Please be sure they have their VIN available. If the customer has questions concerning the use of their card, they can reach out to the vender directly at [1-800-522-7458](tel:1-800-522-7458) and press #.

If you have any issues or questions regarding the card please call Corporate Client Customer Service (For Dealers only, no cardholders) [1-877-267-7435](tel:1-877-267-7435).

CUSTOMER GOODWILL PROGRAM FAQs

Sincerely,



David Durant
Senior Vice President, After Sales
Volkswagen of America, Inc.



Jason Haden
Vice President, Operations
Volkswagen of America, Inc.