

VWoA Compliance

From: Volkswagen Dealer Communications <lists@volkswagenresources.com>
Sent: Tuesday, February 12, 2019 10:51 AM
To: VWoA Compliance
Subject: Tiguan Panoramic Sunroof Ambient Light Bar (60D1) Customer Goodwill Program Update



February 12, 2019

TO: Dealer Principals, General Managers, Sales Managers, Part Managers and Service Managers
RE: Tiguan Panoramic Sunroof Ambient Light Bar (60D1) Customer Goodwill Program Update

Dear Volkswagen Dealers,

On August 10, 2018, Volkswagen of America ('VWoA') announced a customer satisfaction goodwill program that provided \$150 prepaid loyalty cards to customers affected by the Tiguan Panoramic Sunroof Ambient Light Bar (60D1) service campaign.

Customers who came in for the initial phase of the repair, which included disconnecting the ambient lighting feature and reflashing the software, were sent the \$150 loyalty cards.

The program is intended to maintain loyalty and service retention among the affected customers who were inconvenienced until a final repair is announced. A final repair and parts will be available starting February 14, 2019. Accordingly, the loyalty card program will end on that day, and customers coming in for the repair on or before February 14, 2019, will still be eligible to receive the loyalty card provided your dealership closes out the Repair Order (RO) by February month end.

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.

As previously communicated, 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. Please note that these cards will expire after one year.

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) [1-877-267-743](tel:1-877-267-743)

FREQUENTLY ASKED QUESTIONS

Sincerely,



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



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