

Volkswagen Aftersales



To: Dealer Principals, General Managers, Parts Managers,
Service Managers, Sales Managers

Volkswagen Aftersales Department
VWParts&Accessories@vw.com E-mail

RVP, DRFO, DRSO, ADFO, FOM, SOM, RPAS, WOFS,
RSDM, Service Coaches, QTM

3/10/2020 Date

Re: March 10, 2020 – Weekly Communication

Volkswagen of America, Inc.
2200 Ferdinand Porsche Dr.
Herndon, VA 20171

New 3/10/2020

1. All New MIQ on Demand Customer Communications are Here! ***NEW**.....2
2. Open Campaign Call Lists Enhancement ***NEW**.....4
3. New Volkswagen Logo Merchandise: Deadline Extended until Friday 3/13 ***UPDATE**.....5
4. March Mania Sale ***NEW**.....5
5. Cross Sport MY20 Accessories Launch Sale End ***UPDATE**.....6
6. MY20 Cross Sport Bumperdillo® & Base Carrier Bars Update ***NEW**.....7
7. MY20 Jetta S DIA Spare Wheel-New NPN (NPN012002)-Live Wed 3/11 ***NEW**.....8
8. Offer Extended One Month! – MY20 MDO Package Discount ***UPDATE**.....9
9. Genuine Advantage & CCC® Parts Promote Announcement ***NEW**.....10

Previously Communicated

1. Atlas Cross Sport POP & Brochures.....13
2. MY20 Atlas Cross Sport Monster Mats® with Atlas Logo Launching on Wednesday 3/4.....15
3. Base Carrier Bars DNET & MSRP Family Reprice-March 1st.....16
4. New Volkswagen Alternate Transportation Program.....17
5. Warranty Freight Audit Communication.....18
6. Attention: Important News Regarding MY2021 Volkswagen Care.....20

CONFIDENTIALITY NOTICE: THIS MESSAGE IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHICH IT IS ADDRESSED, AND MAY CONTAIN INFORMATION WHICH IS PRIVILEGED, CONFIDENTIAL AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT OR THE EMPLOYEE OR AGENT RESPONSIBLE FOR DELIVERING THE MESSAGE TO THE INTENDED RECIPIENT, YOU ARE NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION OR COPYING OF THIS MESSAGE IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY THE SENDER IMMEDIATELY

1. All New MIQ On Demand Customer Communications are Here! ***NEW**



These communications are carefully crafted to target your customers with timely offers, relevant messaging, and eye-catching creative.

Our On Demand templates are here to provide extra marketing support as you need it, and it's all designed to help drive more traffic to your dealership. By tapping into various themes, we're both tailoring these communications to your customers' needs throughout the year as well as spotlighting your dealership and its many benefits.

We recently added new templates to our ever-expanding library—be sure to check out the seasonally relevant selections we've featured below.

[VISIT MARKETING IQ](#) ▶



Spring Ahead (Service category: Seasonal)

A springtime service message, this template suggests visiting your dealership for a great deal on post-winter, pre-summer service.

Direct Mail must be ordered by 05.11.20. Email must be ordered by 06.01.20.



Spring Break (Service category: Seasonal)

Targeting spring break road trip travelers, this communication suggests stopping in for post-winter VW Service before heading out.

Direct Mail must be ordered by 05.11.20. Email must be ordered by 06.01.20.



Online Part Store – with Offers (Parts category: Online Store)

This email communication targets DIYers by positioning your Online Store as their one-stop shop for VW Parts and Accessories.

Email only.



April Fools' Day (Service category: Holiday)

This offer-driven April Fools' Day template reminds drivers that your dealership is always serious when it comes to service.

Direct Mail must be ordered by 03.11.20. Email must be ordered by 03.30.20.

51



Online Part Store – No Offers (Parts category: Online Store)

This email touts the wide selection available at your Online Store, including VW Accessories and VW DriverGear.

Email only.



Hello to Spring (Service category: Seasonal)

Sent out in late winter, this template reminds drivers that now's the time to prep for spring with great deals on VW Service.

Direct Mail must be ordered by 05.11.20. Email must be ordered by 06.01.20.

52

2. Open Campaign Call Lists Enhancement ***NEW**



After Sales
Marketing **IQ**



Open Campaign Call Lists

To help complete your customers Open Campaigns we have now enhanced the Open Campaign Call Lists.

We have added a new suppression status column that has been introduced in Open Campaign Call Lists. This will help your Business Development Center (BDC) or Service Consultants quickly identify the suppression status for each VIN with an Open Recall.

Below is a brief overview of each suppression status:

Marketable VIN

Overview: These are the VINs where dealerships can complete marketing outreach to the vehicle owner.

Best Practice: Have your BDC or Service Consultants reach out to these customers to schedule an appointment to complete the Open Campaign.

Off Lease VW

Overview: These are VINs where the VCI lease has expired, and the new owner information is not yet known.

Best Practice: Check if your DMS to see if your dealership purchased this vehicle off lease and complete the Open Campaign.

Need Owner Info

Overview: These are VINs with incomplete, invalid, or undeliverable owner information.

Best Practice: Flag these vehicles on your DMS system so that your consultants know that they need to get updated information from the customer so we can begin to remarket to them.

Owner Suppressed:

Overview: These are VINs, where the owner has requested suppression. The owner suppression can come from a variety of sources such as FTC Do Not Call Registry, opt-out of Mail/Phone communications as seen in DMS customer profile or contacted the VW CARE center, unsubscribed from email communications, etc.

VW Suppressed

Overview: These are VINs that have been suppressed by VW due to being part of VW owned or VW/factory or dealer buybacks.

Go to the VWHub ➡ Marketing IQ ➡ Marketing IQ Reporting ➡ Call Lists

Disclaimer: These service leads are provided for your convenience using data sourced from your Dealer Management System. Your dealership is responsible to ensure that you are complying with all local, state and national laws regarding phone solicitation including the Telephone Consumer Protection Act of 1991.

3. New Volkswagen Logo Merchandise: Deadline Extended until Friday 3/13

***UPDATE**

New Year. New Logo.

With the corporate rebrand launching CW15, get your dealership ready with a selection of Dealer personalized products with the new Volkswagen logo.



We have everything you need to get started: team-wear, dealer essentials, giveaways, and items for the car. **Place your order by Friday, March 13th.**

Order Online: [Click Here](#)

Download Order Form: [Click Here](#)

4. March Mania Sale ***NEW**



New markdowns. New Price Cuts

Select items are now discounted up to 40% OFF. Shop now while supplies last. *

* Online purchases only. Discount applied before taxes and shipping.
May not be combined with other offers. Not redeemable for advertised specials, previous purchases, or cash. Sale price applies online only, not valid in-dealership.

Order Online: [Click Here](#)

5. Cross Sport MY20 Accessories Launch Sale End ***UPDATE**



Thank you for participating in the Cross Sport Accessories Launch Sale.

We're looking forward to seeing all of the accessories installed on showroom vehicles! Shipping and crediting has started. Further updates will be sent to the field teams.

Thank you,

Your Volkswagen Accessories Team

6. MY20 Cross Sport Bumperdillo® & Base Carrier Bars Update ***NEW**

No room for a Bumperdillo® this time...

There's not enough rear bumper on the Cross Sport to put a Bumperdillo, see the photo to the right.

We were disappointed too.

We will be launching a paint protection film later this year since there's no option for Bumperdillo, ETA TBD.



Base Carrier Bars (3CM071151)

Unfortunately the Base Carrier Bars aren't available for order yet. We're waiting on an ETA and were not able to include it into the Accessories Launch Sale. When we have a firm ETA we'll let the field teams know and put communications here into the weekly newsletter. We're pressing them hard to have these for you ASAP!

Accessories that are available for MY20 Atlas Cross Sport

Link to all active parts on the catalog: [Click Here](#)

List of active and orderable accessories include (but not limited to):

Aluminum Side Steps (3CN071691DML)
Enhanced Rear View Mirror with HomeLink® (000072548B)
Remote Start Kit - Extended Range Package (000065760)
Heavy Duty Trunk Liner with CarGo Blocks (3CM061166469)
MojoMats® with Atlas Logo (3CM061370WGK)
Monster Mats® with Atlas Logo (3CM06153082V)
MuddyBuddy® FloorLiner™ (3CN061541DDSP)
Splash Guards (3CM075111, 3CM075101)

7. MY20 Jetta S DIA Spare Wheel-New NPN (NPN012002)-Live Wed 3/11

***NEW**

Below is the parts listing for the MY20 Jetta Spare Wheel applicable for S trims equipped from the factory with Roadside Assist Mobility Kits that include a bottle of tire fix and an air pump. For customers wanting to add the convenience of a spare wheel & tire, we have created a base kit that includes:

MY20 Jetta S Spare Tire Kit (NPN012002)				
Description	Part Number	DNET	MSRP	DLR Margin%
Steel wheel (3.5J X18H2 ET25 5/112)	5Q0-601-027-BT-03C	\$46.27	\$66.10	30%
Foam Tool Box	5GM-012-115-L	\$21.00	\$30.00	30%
Wheel bolt wrench	4D0-012-219-A	\$24.50	\$35.00	30%
Jack	5C0-011-031-B	\$28.00	\$40.00	30%
Jack Lever	5Q0-011-221	\$7.00	\$10.00	30%
Rubber valve stem	839-601-361	\$1.56	\$3.12	50%
		\$128.33	\$184.22	30%

Recommended Labor Time: 100 TU (1hr)

This kit requires: 125/70R18 tire. The tire must be sourced locally and is not included in this kit. The following is included with MY20 Jetta S and must be re-used to complete the spare tire kit installation: Dust cap hook (6X0012243), screw driver (8Z0012255), towing hook (8K0805615A) and retaining bolt (1K0803899D).

NPN will be live for ordering in POC on Wed, 03/11 and live in the catalog on Mon, 03/09.

Catalog link: [Click Here](#)



8. Offer Extended One Month! MY20 MDO Package Discount ***UPDATE**

OFFER EXTENDED TO MARCH MBO!

MY20 Tiguan MDO Interior Protection Package

\$40 OFF PACKAGE FULL PRICE DNET & MSRP



Monster Mats® Luggage Net Heavy Duty Trunk Liner & CarGo Blocks

Promotion Details

- Included in package:
 - Monster Mats® (5 or 7 Seat)
 - Heavy Duty Trunk Liner
 - Luggage Net
 - VW CarGo Blocks
- Currently limited to MY20 Tiguan included in March 2020 MBO.
- Limited-Time Interior Protection Package MDO Codes (Discount Included):
 - Z41: Monster Mats® (3-row, set of 5) (5NLO61550A 041), Luggage Net (5N0065111), Heavy Duty Trunk Liner w/ VW CarGo Blocks (5NLO61166 469).
 - Z42: Monster Mats® (2-row, set of 4) (5NNO61550A 041), Luggage Net (5N0065111), Heavy Duty Trunk Liner w/ VW CarGo Block (5NNO61166 469).

March MBO Offer:

\$40 OFF PACKAGE FULL PRICE DNET & MSRP:

7 Seat - \$275 DNET; \$345 MSRP

5 Seat - \$225 DNET; \$295 MSRP

Full Price Package:

7 Seat - \$315 DNET; \$385 MSRP

5 Seat - \$265 DNET; \$335 MSRP

9. Genuine Advantage & CCC® Parts Promote Announcement ***NEW**

Dear Volkswagen Parts Managers,

Volkswagen of America is committed to ensuring that collision repairs meet factory standards by using Genuine Volkswagen parts. To that end, we are pleased to expand the **Genuine Advantage** program to the CCC® True Parts Network. VWoA has concluded a six month pilot of Genuine Advantage in CCC® True Parts Network. During the pilot, participating dealers experienced both growth in parts sales and an increase in market share for Genuine Advantage parts. As a result, we are opening the program up to any dealers to participate.

Dealers interested in enrolling in CCC True Parts Network

- 1) Complete the enrollment agreement below return the agreement to your Wholesale Operations Field Specialist
or extern.Michael.Cuffe@vw.com
- 2) Contact CCC sales team at 855.874.4404
- 3) Click on the link below to register for the webinar

Dealers currently enrolled in the Genuine Advantage CCC True Parts Network Pilot.

- 1) No need to sign the enrollment agreement again
- 2) Please note we have updated our terms and conditions within the enrollment agreement below
- 3) Please attend a webinar as a refresher

Webinar Registration - [Click Here](#)

CCC® will be hosting multiple webinars. Please see the link for webinar dates. These webinars will cover program details, benefits, and next steps.

The extension and expansion of Genuine Advantage to the CCC® True Parts Network to all Dealers is another way of showing how the Volkswagen Wholesale Team is committed to helping you grow your parts business. Please be sure to engage your shops and your sales team.

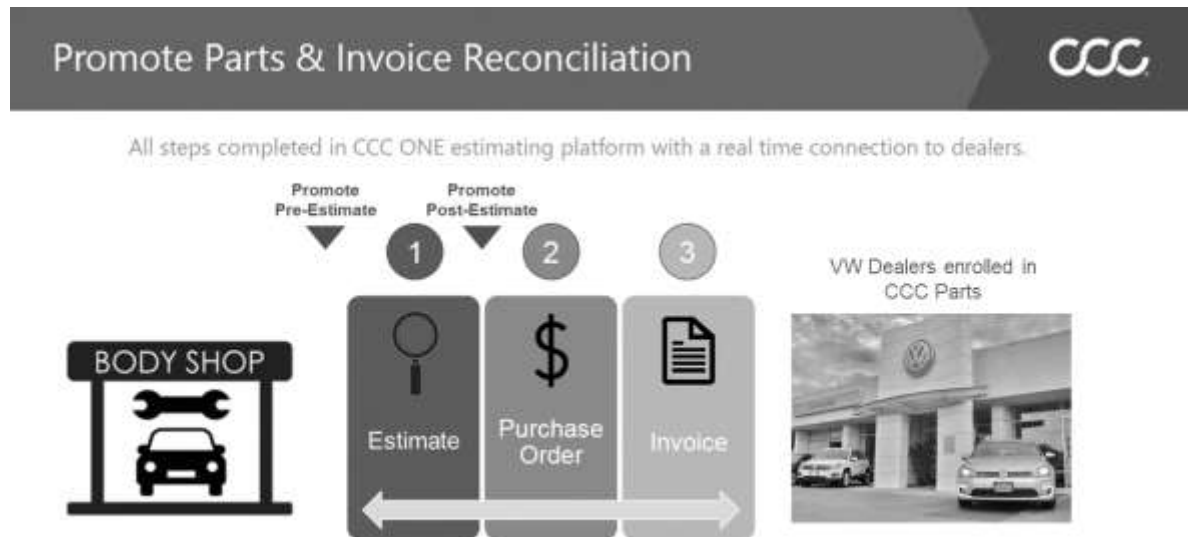
Volkswagen of America CCC® Promote

DEALER ENROLLMENT AGREEMENT

OVERVIEW

Volkswagen of America's After Sales department is expanding the Genuine Advantage price program to the CCC® True Parts Network. The goal of this program is to help Volkswagen Dealerships sell more parts where we face aftermarket competition and ultimately converting those parts to Genuine Volkswagen parts. With **CCC® Promote**, enrolled dealers on the CCC® Parts platform will have the opportunity to present Genuine Advantage pricing to their collision repair facility customers for select parts on collision estimates written through the CCC One® platform.

Genuine Advantage pricing will be offered 1) up-front at the time that the estimate is written for select Genuine Advantage parts as well as 2) at the time of parts procurement. In both cases, the pricing offered to the customer will be automated which can save time and help generate better customer service. Reimbursement for Genuine Advantage parts sales will be paid out to Dealers monthly following the same cadence as the other Genuine Advantage programs offered by VWoA.



SCOPE

- **Eligibility:** Open to U.S. Volkswagen Dealers enrolled on the CCC® Parts platform (separate agreement with CCC® for CCC® Parts required)
- **Applicability:** Applicable to U.S. collision parts estimates and orders for Volkswagen makes sourced through the CCC One® platform

FEATURES

- Automated pre-estimate pricing on select Genuine Advantage parts via OPT OEM and OEM PROMO part types
- Automated post-estimate pricing (at the time of procurement) on select Genuine Advantage parts
- Functionality to provide your customers with the discount that you have agreed to (via your DMS settings) while holding your margin % on Genuine Advantage parts sales
- Reduced price haggling with shops

- Allow customers to manage estimates, purchases, quotes, and invoices all within the CCC One® platform

OBLIGATIONS OF THE DEALER

- Sign the Dealer Enrollment Agreement
- Reconcile and submit invoices for reimbursement regularly or within 30 days (required to receive reimbursement)
- OBLIGATIONS OF VWoA
- Coordinate onboarding, training, and marketing material provision for enrolled Dealers
- Manage Genuine Advantage pricing methodology and administration
- Administer reimbursement settlement after the 15th of every month (covering converted Genuine Advantage CCC® Promote parts sales occurring from the 16th of the prior month through and including 15th of current month)
-
- TERMS & CONDITIONS
- Enrollment and participation are subject to both VWoA approval and Dealership acceptance of, and continued compliance with, requirements, terms, and conditions defined herein.
- Dealer shall not submit for reimbursement tied to one invoice via multiple programs (e.g. both CCC® Parts Promote and CollisionLink). Subject to audit by VWoA or VWoA-designated third party. Dealers found in violation are subject to chargeback and Genuine Advantage program removal.
- Dealer must be enrolled on the CCC® Parts platform in good standing under the terms of the CCC® Parts platform to participate. VWoA is not responsible for negotiating or paying Dealer's CCC® Parts platform subscription fees or rates.
- Enrolled Dealers may opt-out of Genuine Advantage at any time by submitting the desire to opt-out in writing to their VWoA FOM or WOFS.
- These terms and conditions may be modified by VWoA at any time.
- VWoA reserves the right to discontinue or cancel Genuine Advantage without notice at any time for any reason.

I agree to the above terms and conditions and choose to enroll in the CCC® Promote.

DEALERSHIP NAME _____

DEALERSHIP CODE _____

Dealer Parts Representative
(Parts Manager or Fixed Ops Director) Signature

Printed Name

Date

**Please scan and return this Agreement to your Wholesale Operations Field Specialist
or extern.Michael.Cuffe@vw.com**

PREVIOUSLY COMMUNICATED

1. Atlas Cross Sport POP & Brochures

A world of potential is waiting. Show your customers how to unlock it by getting the word out on a wide selection of Volkswagen Accessories for the Cross Sport.



The latest take on the larger-than-life Volkswagen Atlas, the five-seat Atlas Cross Sport, features a progressive design, thrilling performance, and everyday practicality—all without functional compromise. With a full suite of VW Accessories in the mix, this new model is sure to have customers interested in all the options available to them.



From cargo carriers and roof racks for gear, to stylish accents, bold add-ons, and protective liners -VW Accessories for the Atlas Cross Sport boast an impressive lineup.

As the vehicle makes its way in your dealerships in CW10, point of purchase (POP) kits will be arriving early in the week to support the launch of the Cross Sport. With the POP materials enclosed in your kit, you should have no problem putting them on your customers' radar. Just follow the instructions on the next page and make sure you and your team are familiar with your kit's contents.

Brochures will be arriving shortly after your POP kits later this week. Not only do they highlight the options available to your Cross Sport drivers—they also help show how these awesome accessories can transform their driving experience on each ride. From roof racks and cargo carriers to a striking new set of accessory wheels, there is plenty on these pages for your customers to dig into.

Display these brochures on your literature rack, on the dashboard of an accessorized Atlas Cross Sport model in your showroom, and in the glove compartment of those on the lot to help make sure you're making the most of this exceptional sales opportunity. There are 80 brochures included in this shipment, but you can order more at the Brand Store using item number: **VW20ATLCSACCBRO**. Along with the new POP materials, these brochures can help maximize your opportunities to talk to customers about VW Accessories and ultimately help drive more sales.

We also recommend displaying a fully accessorized Atlas Cross Sport in your showroom—this will help shoppers visualize the exciting potential these accessories can provide on every ride.



2. My20 Atlas Cross Sport Monster Mats® with Atlas Logo Launching on Wednesday 3/4

Volkswagen Accessories is happy to announce that MY20 Atlas Cross Sport Monster Mats® are launching on parts.vw.com on Mon, 03/02 and will be live for dealer ordering in POC on Wed, 03/04.

- Monster Mats® with Atlas Logo (3CM06153082V)

Below are other new MY20 Atlas Cross Sport accessories launching soon...

- MuddyBuddy® - Trunk Liner - Black (3CM061161)
- Privacy Cover (3CM061167)
- Base Carrier Bars (3CM071151)
- Remote Start Kit (3CM065760)
- Rear Sunshades (3CM064365)
- Custom SunShield for Cross Sport (3CM065366)
- Hood Deflector - Tinted (3CM072195)
- Rear Seat Cover (3CM061678041)
- Cargo Divider (3CM017221)



3. Base Carrier Bars DNET & MSRP Family Reprice-March 1st

VWoA and the Volkswagen Accessories team is committed to competitive pricing.

With your feedback from the Parts Managers Satisfaction Survey, effective on March 1st VWoA has changed the price of all base carrier bars in the below listing to \$210.00 DNET and \$299.00 MSRP. Previously, these accessories have been family priced at \$255.50 DNET and \$365.00 MSRP. By realigning our pricing to be closer to the independent aftermarket, we are confident that it will help to reduce our customer defection and to assist our Volkswagen customers in making their decision to purchase a genuine Volkswagen Accessory and attachment.

We'll be supporting this pricing change with Customer and Dealer-facing sell sheets, as well as with Dealership POP materials, table tents, window clings, and consumer emails. More to come!

We hope you're as excited about this change as we are. Happy selling!

Part Number	Fitments
5G9-071-151-A	Alltrack 2017-2019 SportWagen 2015-2019
3CN-071-151-B	Atlas 2018-2019
3CN-071-151-A	Atlas 2020
3CM-071-151	Cross Sport 2020
5G4-071-126	e-Golf 2015-2019 Golf 2015-2019 Golf R 2015-2019 GTI 2015-2019
1K0-071-126	Golf 2010-2014 Golf R 2012-2013 GTI 2006-2014 R32 2008 Rabbit 2006-2009
5G3-071-126	Golf 2015-2017 GTI 2015-2017
5C6-071-126	Jetta 2011-2018 Jetta GLI 2012-2018 Jetta Hybrid 2013-2016
17A-071-126-A	Jetta 2019 Jetta GLI 2019
1K9-071-151- -666	SportWagen 2009-2014
5N0-071-126	Tiguan 2009-2014 Tiguan Limited 2017-2018
5N0-071-151	Tiguan 2009-2017 Tiguan Limited 2017-2018
5NL-071-151	Tiguan 2018-2019
7P6-071-151-A	Touareg 2011-2017

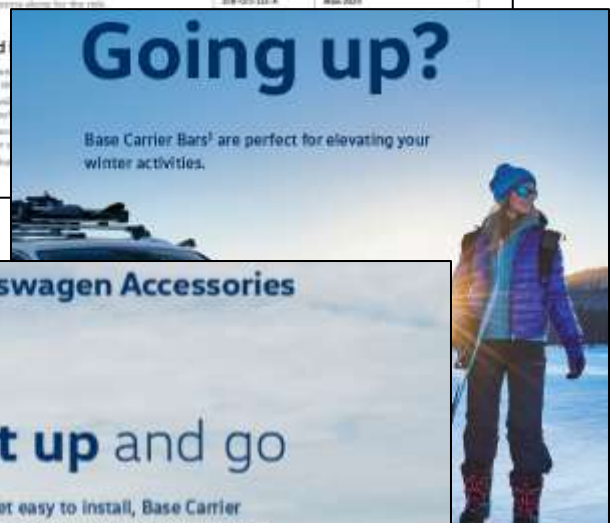


Designed to transport a wide range of gear, Base Carrier Bars from Volkswagen Accessories make it easy to tap into the deeper potential of your VW. With straightforward fit, stiles, skis, snowboards, surfboards, kayaks, and more, this versatility is great for any driver who needs a new way to bring something new to life for the road.

Features and

- Provides a secure, no-scaffolding exterior
- Required for the roof rack, and other roof
- Features T-bar clamps
- Includes two crossbars

Part Number	Model
5G9-071-151-A	Golf Alltrack 2017-2019 Golf SportWagen 2015-2019
3CN-071-151-B	Atlas 2018-2019
3CM-071-151-A	Atlas 2020



*All roof rack system attachments require Base Carrier Bars. All accessories sold separately. Recreational equipment not included.

4. New Volkswagen Alternate Transportation Program

February 28, 2020

We are happy to announce that effective March 1st, 2020, the VW Customer Mobility Reimbursement Program will transition into the all-new Alternate Transportation Program (ATP), which will allow dealers the opportunity to provide customers with other methods of transportation such as Uber, Lyft, Dealer Shuttle Service and Public Transportation in addition to Volkswagen loaner/rental vehicles. Furthermore, the new ATP will no longer have a 3-hour minimum warranty repair requirement.

The Alternate Transportation Program will allot a 6 month budget for Volkswagen Dealers, which will be calculated individually for each dealership based on their share of volume of the national warranty repair orders submitted in SAGA from the previous 6 month time period. This budget is recalculated every 6 months to accommodate business changes at each dealership. The national budget for 2020 has been doubled from the 2019 program. Dealers must stay within their allocated budget in order to receive reimbursement on Alternate Transportation claims.

To qualify for the Program, dealerships must be at or above the minimum required number of Customer Mobility loaner vehicles. This prerequisite will be checked at the beginning of every month. Dealers that are not at the minimum required loaner vehicles will not receive claims approval for ATP during that month.

To ensure individual dealer budgets are accurately calculated, all dealers must submit Alternate Transportation claims in SAGA within 30 days of the R.O. completion date. The amount of claims approved will be deducted from the dealership's allocated budget every week following the audit trail payment.

Additionally, we are building a new portal that will reside in After Sales IQ which will contain dealership's budget, amount used against budget and qualification information. In the meantime, please contact your FOM for details on your allocated budget and used amount. Individual dealership's budget will be distributed the first week of March.

For more information, please refer to the ATP Warranty Bulletin VWP-20-01 and the ATP Program Guide to be published on VW Hub the first week of March.

Sincerely,



David M. Durant
Sr. Vice President VW After Sales



Adrian Rodriguez
Director of Service Business Operations

5. Warranty Freight Audit Communication

PARTS MEMORANDUM

Parts Logistics Attention: Parts Manager

February 27, 2020

In an effort to provide improved service, effective 10/28/2019 VWGoA Parts launched additional delivery options with added benefits. These services include an expanded more efficient interline process, extended cutoff times, formal will-call program and lastly additional daily urgent and airfreight options. We are committed to meeting your needs, and these changes were partly due to your suggestions and business needs.

As previously communicated, these options also include handling charges and penalties for Non-Warranty orders placed as Warranty. Therefore, to ease the transition we are instituting a **grace period** on penalties for all Warranty Orders including Warranty REDs on orders placed up to **02/29/2020**.

- Please be advised only handling charges still apply during this period and will be charged back to your dealership.
- Warranty Orders placed after 02/29/2020, both the penalty and handling charges will be applicable.

Understanding a Warranty Freight Audit

Warranty Freight Audits are performed to verify that part(s) which were ordered for a factory warranty repair using carrier codes 88 & 89 (warranty prepaid overnight shipping), and warranty RED Orders (RED Warr.) were used in the repair of the vehicle within a reasonable time, or no more than 30 days from receipt.

Communication

Two notification attempts are made via email to the Parts Manager at your dealership. If a reply has not been received within 5 business days of the initial email, a final notice is sent. If there is still no reply after 2 business days from the final notice being sent, then a chargeback will be issued per the amount stated on the inquiry form. To ensure we have the correct contact information, please ensure the Parts Managers contact information is updated on VWHub / Access Audi.

Urgent Daily Warranty (Carrier code 88 & 89) Audits

For orders not found in the SAGA Warranty system, you will be charged a 20% Penalty Fee (No Max) for Non-Warranty orders placed as Warranty, in addition to a 25% Handling Charge (\$250.00 Max).

Example: Part at \$400.00 Dealer Cost. Charge back amount will be \$180.00 Total.

Example: Part at \$5000.00 Dealer Cost. Charge back amount will be \$1250.00 Total.

Warranty RED (RED Warr.) Audits

For orders not found in the SAGA Warranty system, you will be charged a 20% Penalty Fee (No Max) for Non- Warranty orders placed as Warranty, in addition to a 20% Handling Charge (\$250.00 Max).

Example: Part at \$400.00 Dealer Cost. Charge back amount will be \$160.00 Total.

Example: Part at \$5000.00 Dealer Cost. Charge back amount will be \$1250.00 Total.

Parts Logistics appreciates your continued interest and support in ways that we can improve our offerings. If you have further questions, please contact the Warranty Freight Department:

warrantyfreighaudit@vw.com

How to place a RED order Warranty vs. Non-Warranty.

Please use caution when placing a RED Order and be sure to select the correct **Order Type** when upgrading your order. Non-Warranty REDs have a 20% Handling Fee. RED Orders can only be placed and upgraded on Daily Orders. The part has to go on backorder, for your order to be upgrade to a RED.

1. Step one after placing a Daily Order. Notice RED Dot, Backorder. Select Drop Down under **Order Type**.

Parts On Command

Enter Dealer Code: [] Submit

Home | Parts Availability | **Initiate Order** | D2D | Actions | Order Info | Invoices | Returns | Accessories & Drop Ship | Reports

Parts Order | Direct Exchange Order

1 Parts Availability Search | **2 Add to Order** | 3 Order Confirmation

P O : [JOHN] Comments : [John 1234] ☐ Copy comment for all lines Handling Charge : \$0.00

Submit Reset Validate Delete Selected

<input type="checkbox"/>	Part	Description	Dealer PO	<input type="checkbox"/>	Requested Qty	Confirmed Qty	PDC	Order Type	Carrier Code	Dealer Cost
<input type="checkbox"/>	3QF254500DX	Exh. pipe	JOHN	<input checked="" type="checkbox"/>	1	0	Backorder	Daily	12-Surface 1 pm	\$637.00

Comment: []

Submit Reset Validate Delete Selected

2. Now select Red Warranty for Warranty Orders and Non-Warranty for all others. The Carrier Code will automatically change for you.






RED Non Warranty - 98 RED Order 20%

P O : [JOHN] Comments : [John 1234] ☐ Copy comment for all lines Handling Charge : \$0.00

Submit Reset Validate Delete Selected

<input type="checkbox"/>	Part	Description	Dealer PO	<input type="checkbox"/>	Requested Qty	Confirmed Qty	PDC	Order Type	Carrier Code	Dealer Cost
<input type="checkbox"/>	3QF254500DX	Exh. pipe	JOHN	<input checked="" type="checkbox"/>	1	0	Backorder	RED Non Wa	98-RED Order	\$637.00

RED Warranty – 89 Warranty

<input type="checkbox"/>	Part	Description	Dealer PO		Requested Qty	Confirmed Qty	PDC	Order Type	Carrier Code	Dealer Cost	
<input type="checkbox"/>	3QF254500DX   	Exh. pipe	JOHN		1	0	Backorder	RED Warranty	89-Warranty Fr	\$437.00	

6. Attention: Important News Regarding MY2021 Volkswagen Care

Volkswagen Care Installed Option codes for MY2021

Good News - Volkswagen Care continues to help you meet your customer's individual maintenance needs by offering you the ability to extend their Carefree Maintenance to 3 years or 30,000 by adding the VW Care 30 (30,000-mile service) contract to all vehicles via the Care Installed Option (CIO). The best part – the VW Care Extra (30K) package will continue to be an element of the Service Retention Bonus VW Care alternative objective for Model Year 2021 vehicles.

As before, these codes will also be available for configuration via the VW Care Preference page in OMD Web. If the dealership already has Preferences set on the VW Care Preference page in OMD Web they will automatically be applied to MY 2021 vehicles.

Also, since the eGolf is not covered under the Volkswagen Carefree Maintenance Program, the VW Care 10,000- and 20,000-mile service plans for this vehicle will still be available as well.

Below is the list of the MY 2021 VW Care Installed Option codes and plan pricing:

VW Care Installed Options for MY2021			
Installed Code	Retail Order Guide Description	Monroney Label Description	Invoice & MSRP Pricing
CRE	VW Care Electric	Volkswagen Prepaid Scheduled Maintenance 10K & 20K services for electric vehicle	\$150
CXG	VW Care Gas	Volkswagen Prepaid Scheduled Maintenance 30K services for gas vehicle	\$135
CXE	VW Care Electric	Volkswagen Prepaid Scheduled Maintenance 30K services for electric vehicle	\$110
CXS	VW Care SUV	Volkswagen Prepaid Scheduled Maintenance 30K services for SUVs	\$195

Once a vehicle is tagged with the VW Care Installed Option Code and invoiced, the Volkswagen Care Management System (VCMS) automatically updates to indicate that the vehicle has a pending installed VW Care contract. Once the vehicle is reported sold, the system will automatically create the VW Care contract. Please note that the VW Care Installed Option code will not count towards your Accessories bonus, nor will the code qualify for hold back.

The Volkswagen Care Program is the only officially endorsed prepaid maintenance program and is an optional program available to any Volkswagen dealer wishing to enroll.

We strongly encourage your dealership staff to take full advantage of the benefits the Volkswagen Care Prepaid Scheduled Maintenance Plans provide. If you have any questions, please contact our dedicated help desk at **vwcare@vw.com** or contact your area SOM or FOM.

Adrian Rodriguez

Director Service Business Operations
Volkswagen of America