



## VOLKSWAGEN DEALER COMMUNICATION

### Takata Incentive Program – Safety Recalls 69Q8 and 69Q9

### **Special Notification for 69Q8 and 69Q9 Takata Affected Vehicles**

**This notice is for:**

- |                    |                      |                          |
|--------------------|----------------------|--------------------------|
| ✓ Dealer Principal | ✓ Service Manager    | ✓ Warranty Administrator |
| ✓ General Manager  | ✓ Parts Manager      | ✓ Technicians            |
| ✓ Sales Managers   | ✓ Service Consultant |                          |

**Date:** March 6, 2020

**Program Information:**

On March 5, Volkswagen notified 68,000 customers of a Takata Incentive Program to assist with getting affected vehicles in for repair. This Takata-specific Incentive program will allow customers to claim a \$20.00 Visa gift card via [www.volkswagenrebates.com/airbagrebate](http://www.volkswagenrebates.com/airbagrebate) after they've had their repair performed.

Customers must allow 8–10 weeks for delivery of Visa Prepaid Card. All rebate submissions must be received by 11:59 PM ET 5.15.2020.

The Visa Card is issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. No cash access or recurring payments. Can be used everywhere Visa debit cards are accepted. Cards expire after 6 months; unused funds will forfeit after the valid through date. Card terms and conditions apply.

Please refer any customer questions not answered above to 866.565.9382.

A copy of the owner notification is attached for your reference.

**Note: The Takata Alternate Transportation Program is still available for owner use until April 30, 2020. Please make every effort to quickly secure transportation and schedule owners who contact your dealership for a repair appointment.**

**Program Duration:**

February 1, 2020-April 30, 2020

**Parts Department:**

Reminder - parts are available.

Please coordinate with your service department to ensure that parts are on hand to support all scheduled appointments.

**Notes:**

**IMPORTANT REMINDER: VEHICLES AFFECTED BY SAFETY & COMPLIANCE RECALLS**

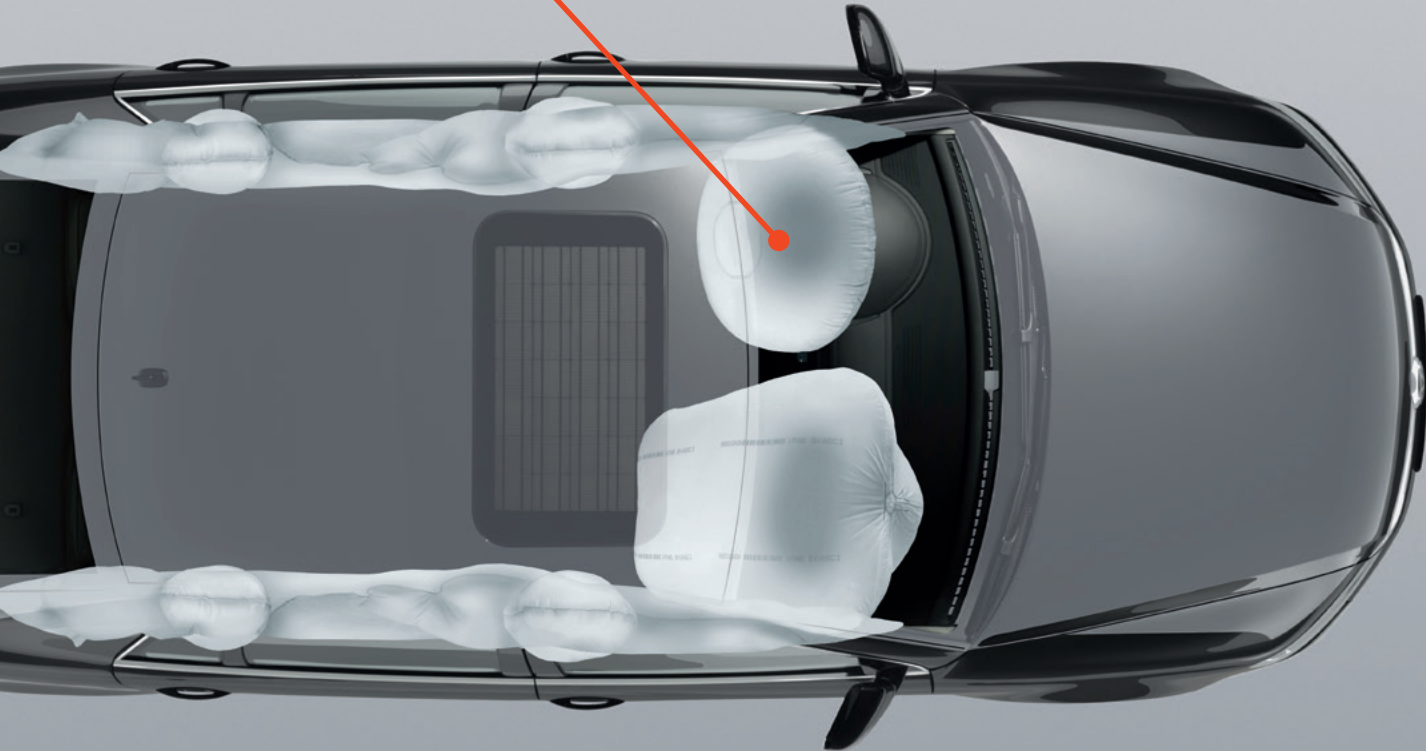
**New Vehicles in Dealer Inventory: It is a violation of federal law for a dealer to deliver a new motor vehicle or any new or used item of motor vehicle equipment (including a tire) covered by this notification under a sale or lease until the defect or noncompliance is remedied. By law, dealers must correct, prior to delivery for sale or lease, any vehicle that fails to comply with an applicable Federal Motor Vehicle Safety Standard or that contains a defect relating to motor vehicle safety.**

**Pre-Owned Vehicles in Dealer Inventory: Dealers should not deliver any pre-owned vehicles in their inventory which are involved in a safety or compliance recall until the defect has been remedied.**

**-END OF MESSAGE-**

*Ensure all dealership personnel are aware of this notice so they are able to address customer questions. Contact Warranty if you require additional assistance. Direct press inquiries to Volkswagen Public Relations.*

Your Volkswagen is subject to  
an **URGENT** airbag safety recall.



Volkswagen

<Dear First Name Last Name,>

Your Volkswagen is subject to an urgent driver airbag safety recall. This crucial recall repair will be performed for **FREE** to help keep you on the road and focused on your destinations.

This **FREE recall repair** should be addressed immediately, as failure to replace your defective airbags could result in **serious injury or death**. Your safety and satisfaction are our top priorities.

Please call us or go online to schedule your **FREE recall repair**. For your convenience, a FREE loaner vehicle or alternate mode of transportation will be made available, if needed.\*

To learn more about the urgent airbag safety recall, please reach out to us at [vw.com/contact](http://vw.com/contact) or call us at **800.893.5298**.

Valid for VIN: XXXXXXXXXXXXXXXXX

**This repair is critical.**  
**Schedule your FREE**  
**recall repair now!**



**Hometown Volkswagen**  
12345 W. East Park Road  
Anytown, ST 00000

**Service Department Hours:**  
Mon–Fri, 7:00am–5:30pm  
Sat, 10:00am–5:30pm  
Sun, Closed

**000.000.0000**  
[hometownvw.com](http://hometownvw.com)

## Get a \$20 Visa® Prepaid Card\*\*

by mail when you complete the Takata Safety Recall Campaign on affected Volkswagen model(s) between 02.01.20 and 04.30.20.

Allow 8–10 weeks for delivery of Visa Prepaid Card.



\*\*Receive a \$20 Visa Prepaid Card by mail when you complete the Takata Safety Recall Campaign on affected Volkswagen vehicle(s) between 02.01.20 and 04.30.20 by an authorized dealership. Takata Safety Recall Campaign may be combined with dealer discounts/offers. Receipt of Visa® prepaid card based on completion of a Takata Safety recall. Allow 8–10 weeks for delivery of Visa Prepaid Card. Not redeemable for advertised specials, previous purchases, or cash. One offer per affected Vehicle Identification Number. Void where prohibited. Offer expires 04.30.20. Visit <https://www.volkswagenrebates.com/airbagrebate> or see participating Volkswagen dealer for complete details.

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\*Limitations apply. See dealer for details.

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**Volkswagen Customer**  
**1234 Main Street**  
**Anytown, USA**