

## VWoA Compliance

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**From:** Volkswagen Now Dealer Communications <dealercomms@vw-now.com>  
**Sent:** Friday, June 05, 2020 12:15 PM  
**To:** VWoA Compliance  
**Subject:** FIELD COPY: IMPORTANT-Campaign Reminder Communication

By **Volkswagen After Sales** June 5, 2020

To Dealer Principal, General Manager, Parts Manager, Sales Manager, Service Manager

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After Sales

**IMPORTANT-Campaign Reminder Communication**



Dear Volkswagen Dealers,

On June 1st we began the process of notifying customers affected by the 26M4 and 26N6 MY18 Atlas Emissions Catalyst Campaign. **Important to note - notifications will be staggered with**

**mailings starting in June 2020, and will conclude on or about February 2021** (approximately 8,600 customers per mailing).

Please keep in mind, this is one of several recall notices these customers may have received. That said, I HIGHLY encourage you to pull out all the stops in delivering a convenient and positive experience. This could include, but is not limited to, pick-up and delivery services and alternate transportation (shuttle, loaner, etc.).

To make contacting these customers convenient, Marketing IQ will be updated approximately ten days after each mailing. **It is critical that you align your proactive customer communications with this VIN list.** Contacting customers and scheduling appointments outside of this list will result in part shortages, repair delays, and extended customer downtimes.

While we are all eager to get customers back into your stores, delivering the right customer experience is the priority.

Thank you for your attention to the matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan M. R..." with a stylized flourish at the end.

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

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