

VWoA Compliance

From: Volkswagen Now Dealer Communications <dealercomms@vw-now.com>
Sent: Wednesday, August 25, 2021 2:30 PM
To: VWoA Compliance
Subject: FIELD COPY: MY22 Taos AWD/4MOTION® Stop Sale

Customer Journey Team August 25, 2021

Customer Service Manager, Dealer Principal, General Manager, New Car Sales Consultant, Sales Manager

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Product

MY22 Taos AWD/4MOTION® Stop Sale



Dear Volkswagen Dealers,

Please be advised that there is a stop sale on all **MY22 Taos AWD/4MOTION®** vehicles and shipments have stopped to all dealers.

The Taos **AWD/4MOTION®** stop order issue will be resolved in early Q4 2021 (tentatively October), more updates will be provided over the coming weeks.

In an effort to support the **Taos AWD/4MOTION®** stop order across our marketing platforms, VW has:

- Removed MY22 **Taos AWD/4MOTION®** inventory from [vw.com](https://www.vw.com)
- Will add disclaimer language across [vw.com](https://www.vw.com) and the [vw.com builder](#) on model availability
- Leads continuing to be collected for **AWD/4MOTION®** intenders for dealer outreach

For Dealer websites, MY22 **Taos AWD/4MOTION®** VDPs are created when the vehicle is entered into the DMS system and passed through the IMS and subsequently to the dealer website. Once the website provider receives the vehicle in the daily imports, the VDP creation (or removal) is automatic.

In order to support the **Taos AWD/4MOTION®** stop sale at a dealership level, Dealers will need to remove the impacted stop sale **Taos AWD/4MOTION®** vehicles from their DMS, which will subsequently remove the VDPs from dealer websites.

Sincerely,

Volkswagen Customer Journey
Volkswagen of America, Inc.

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