

VWoA Compliance

From: Volkswagen Now Dealer Communications <dealercomms@vw-now.com>
Sent: Friday, January 28, 2022 9:45 AM
To: VWoA Compliance
Subject: FIELD COPY: Over-the-Air Software Updates

VW Customer Experience & Digital Strategy January 28, 2022

Customer Service Manager, Dealer Principal, General Manager, Sales - Other, Sales Manager, Service Consultant, Service Manager, Service Technician, Storeman, Warranty Administrator

[View in Browser](#)

Brand

Over-the-Air Software Updates



Dear Volkswagen Dealers,

Volkswagen is excited to offer Over-the-Air (OTA) Updates beginning in the first quarter of 2022. These software updates can be pushed wirelessly to any connected vehicle, in any location with network access—allowing the ability to quickly and conveniently receive software updates on a vehicle and enjoy enhanced services. This is a way to easily improve customer convenience and experience, and allow customers to receive software updates much faster than before.

ELIGIBILITY

To be eligible for OTA Updates, all of the following must apply to the vehicle at the time of the update:

1. Have a compatible Operating Control Unit (OCU3 or higher),
2. OCU registration and pairing must have been completed,
3. Display a green light in the 3-button module in the overhead console,
4. Have English set as the language in the infotainment screen; and
5. Be within reach of a wireless network—at the time the update is available.

IN-VEHICLE EXPERIENCE

The infotainment screen will prompt the customer to initiate the update. There are two stages to the update: 1) Download and 2) Installation. The customer may drive the vehicle during Download but not during Installation. They will receive a prompt at the start of each stage. If the customer does not initiate the download within 7 days, they must take their vehicle to a dealer for an in-person software update. So, you can still expect many of these vehicles in the service lane.

STEP 1: Software Download

For electric vehicles, the download will occur automatically, in the background without requiring any action from the customer, while the vehicle is in operation. There is no in-vehicle prompt to download.

IMPORTANT NOTE: All Model Year 2021 ID.4 vehicles will require an in-person software flash to be able to receive OTA Updates. Keep an eye out for follow up instructions.

For all other vehicles, the customer will need to initiate the download by tapping “Download” when prompted in the infotainment screen. Downloading software can only occur while the vehicle is running. Turning off the ignition will automatically pause the download, but the download will continue automatically the next time the vehicle is in operation. Therefore, it may take several vehicle trips for the download finish. The download can be postponed for up to seven days by tapping “Cancel”.

STEP 2: Software Installation

IMPORTANT: VW Car-Net services and emergency assistance will be inactive and therefore unavailable during installation. The vehicle should not be driven during this time.

Once the software download completes, the vehicle is ready for the installation to begin. As soon as the ignition is turned off, the installation can be initiated by tapping “Start” on the infotainment screen. The installation will continue while the vehicle remains off and can take approximately 20 minutes, but can vary based on the size of the update.

TIMING

We will continue to offer software updates as campaigns throughout the year to targeted groups of vehicles. When made available, we will indicate whether an update is eligible to be performed over-the-air. There may be certain updates that must be performed in-person at the dealership, and we will rely on you to assist any customer who requests assistance with completing any updates. Each OTA Update will be rolled out across the eligible vehicles in batches.

CUSTOMER COMMUNICATIONS

Customers will receive a campaign mailing notifying them in advance. When the OTA Update is available for download, they will receive an in-vehicle prompt referenced above, as well as a notification in their owner’s app if they have signed in.

A new website also has launched for customers to learn more about OTAs: vw.com/software. At any time, the customer may determine campaign eligibility by visiting vw.com/lookup.

DEALER ROLE

Dealers should continue to perform open campaigns on vehicles in the service lane, including those eligible for OTA updates. While most OTA updates can be accomplished by the customer at his or her convenience, there may be customer requests for dealer assistance. The following are potential customer situations that might prompt a service lane visit for an in-person software update:

- Prefer not to complete software updates over the air
- Not connected (e.g. do not have the required hardware, vehicle not registered & paired)
- Not subscribed to Car-Net (EV vehicles only)
- No green light in the 3-button module in the overhead console
- Live in/vehicle operated in an area with poor wireless network access
- Language setting other than English
- Less than 50% battery charge (EV vehicles only)
- Failed update attempts over the air
- Failed to initiate update within 7 days (ICE vehicles only)
- In dealer inventory

Dealers will receive standard campaign communications for each OTA Update. This will include work instructions and claim information.

It is important to meet tooling requirements and complete all relevant training. Look out for follow-up information on related tools and training. Please also familiarize yourself with vw.com/software, and email vwotasupport.com with any questions.

As always, thank you for partnering with Volkswagen!

Rachael Zaluzec
Vice President, Customer Experience & Digital Strategy
Volkswagen Group of America, Inc.

Frank Weith
Director, Connected Services
Volkswagen Group of America, Inc.

[View in Browser](#)

Please visit vw-now.com to view a comprehensive suite of Volkswagen of America Brand communications.