

VWoA Compliance

From: Audi Communications <audicomunications@audi.com>
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To: VWoA Compliance
Subject: Dealer Communication: 3G Turndown (91CD) Dealer Training



Dealer Communication

To: GM, Service, Parts
From: Audi Aftersales Academy

3G Turndown (91CD) Dealer Training

The 3G Turndown and retrofit campaign (91CD) is critical for customer satisfaction, and will bring many Segment 2 customers to your dealership that may not currently be in your database. The After Sales Academy has created three videos to aid you in improving the customer experience and increasing Technician efficiency. These videos will walk you through an overview of the campaign, aid Technicians in the proper installation of the retrofit kit dongle, and provide an introduction to the Motion for Audi connect® App.

Course #718144 M1-3

Module 1: Audi 3G Turndown – Overview

The first video in the series presents a high-level overview of the 3G turndown and related 91CD campaign. Viewers will learn what the issue entails, how Audi connect services will be impacted, the solution Audi will provide, and information to assist customers who receive the retrofit for their car.

[Click here to launch the Audi 3G Turndown Overview Video](#)

Module 2: Audi 3G Turndown – Motion for Audi connect® App

This video guides dealers through locating the Quick Start Guide, setting up and activating the App with a customer, and highlights the critical Audi connect services that are restored after the retrofit is complete.

[Click here to launch the Audi 3G Turndown Motion for Audi connect Video](#)

Module 3: Audi 3G Turndown – Retrofit Kit Installation (Technicians)

The last video in the series is a step-by-step technical overview of the retrofit kit installation process. For convenience and ease of use, this technical video has been separated into chapters as follows:

1. Introduction and Control Module updates
2. Hardware installation overview
3. Q7 Installation overview
4. A4/A5 Installation overview
5. Q5 Installation overview
6. Pairing the retrofit kit to the MMI

[Click here to launch the Audi 3G Turndown Retrofit Installation Video](#)

All of the videos have a short assessment at the end that must be completed to receive credit for watching.

The 91CD Campaign was released on January 7th. We strongly encourage all After Sales personnel to prioritize completing these training videos so that everyone is prepared to answer customer questions, and deliver a premium service experience!

If you have any questions, please feel free to contact your local After Sales Facilitator, Regional Training Specialist, email the crcsupport@audi.com, or Amanda Porter (amanda.porter@audi.com).

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