

## VWoA Compliance

---

**From:** Audi Communications <audicomms@audi.com>  
**Sent:** Tuesday, August 9, 2022 6:01 AM  
**To:** VWoA Compliance  
**Subject:** Dealer Communication: 3G Turndown (91CD) Activation Support



### Dealer Communication

**To:** GM, Service, Warranty  
**From:** Audi After Sales

---

### 3G Turndown (91CD) Activation Support

---

The 91CD campaign was launched in response to the 3G turndown which took place on February 22, 2022 impacting over 200k of our customers. The motion for Audi Connect solution was introduced as a customer satisfaction program to restore the critical safety and security services our customers lost as a result of the 3G turndown.

In order to drive knowledge about the complete campaign process for 91CD, ensure both dealer and customer success with regard to resolving the impact of the 3G turndown, and to improve app activation rates so that access to lost features is restored, the following resources have been made available:

#### Dealer Communications:

- **January 28, 2022:** provided links to CRC Course #718144 M1-3 to be completed proactively
- **February 11, 2022:** included helpful information regarding the 3G Turndown and motion for Audi Connect activation
- **February 22, 2022:** Campaign Start including links to resources and previous 3G Turndown communications
- **May 2, 2022:** Campaign 91CD introduced as an eligible campaign for mobile and valet claim reimbursement
- **June 24, 2022:** motion for Audi Connect customer onboarding video shared with dealer network

#### Additional Communications:

- **May 17, 2022:** Began distributing Service Advisor-level activation statistics for dealer opportunity identification
- **June 28, 2022:** motion for Audi Connect customer onboarding video featured in weekly After Sales newsletter
- **July 6, 2022:** 3G Turndown Challenge launched on Audi Insight Edge, featuring the customer onboarding video, dealer best practices, and a Service Advisor script to support communication with customers

A list of activation percentages by dealer is available for weekly review [here](#). This report contains activation % by Region, Sub-Area and dealer, and will help you to address any missed opportunities to satisfy your customers who have had campaign 91CD completed.

We encourage you to develop improvement plans based on this report in order to increase the app activation rate within your store. **From August 1<sup>st</sup> through September 30<sup>th</sup>, 2022, our goal is for all of our stores to achieve at least a 60% activation rate for vehicles which received the hardware upgrade.** We will continue to provide information that will support this achievement.

Falling short of this target may necessitate further communication regarding claim review and chargeback steps will be forthcoming.

Visit <https://motionforaudiconnect.com/getstarted/> to access activation instructions and the customer success checklist.

Thank you for your attention to this initiative. Contact your Area After Sales Manager with any questions.



Jamie Dennis  
**SVP Product Quality Technical  
Service & After Sales**



Robert Lecznar  
**Sr. Director, After Sales & Warranty**

*For more dealer communications, visit the [Communications](#) page on iAudi.*

Audi of America | 2200 Woodland Pointe Ave, Herndon, VA 20171

[Unsubscribe compliance@vw.com](mailto:unsubscribe_compliance@vw.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [audicommunications@audi.com](mailto:audicommunications@audi.com)