

VWoA Compliance

From: Audi Communications <aftersalescommunications@audi.com>
Sent: Wednesday, August 17, 2022 6:30 AM
To: VWoA Compliance
Subject: After Sales Service + Parts Newsletter

CW33 August 2022

After Sales Newsletter



Audi Service Customer Experience

91CD Activation Percentage Improvement Support

The turndown of 3G networks by major cellular network carriers beginning earlier in 2022 created a significant disruption to critical safety and security services in our customers' vehicles as well as access to basic features like a Wi-Fi hotspot. You may have even experienced these inconveniences in your personal vehicles or on personal cellular devices!

Because we wanted to ensure that access to these services would be restored with minimal effort required on our customers' part, our internal teams who specialize in Connected Vehicles worked hard to create a solution for our customers alongside Mojo – the result is a hardware upgrade and the **motion for Audi Connect**.

App activation after the 91CD hardware install is critical to fully restoring services, so we have provided the following resources since January to ensure that you are set up for success to help our customers through this process:

- [3G turndown FAQs](#) and model-specific information on audiusa.com
- [Audi CRC](#) Courses 718144 M1-3
- The [motion for Audi Connect microsite](#) for dealers and customers
- A 91CD [Best Practice Guide](#) and [Service Consultant Script](#)

Additionally, reporting that shows MTD and YTD Dealer, Sub-Area, and Region app activation performance was recently introduced on iAudi and will be updated weekly. You can find the reporting

[here](#) to identify successes and opportunities in completing this campaign fully (hardware install and app activation) for our customers.

Our goal is to ensure that all of our customers leave your dealer with full access to the services that we have made available due to the 3G Turndown, and we hope that the resources listed above will ensure your success!

Robert Lecznar, Sr. Director, Audi After Sales
Bonnie Lawrence, Director, Audi After Sales Operations

Elsa2Go

Labor & Parts for Factory Recommended Maintenance



The labor, parts and fluids associated with the factory recommended maintenances and time based services are accessible in the Labor & Parts section. Simply, click/tap the “Labor & Parts” line item to view.

The screenshot displays the 'Labor & Parts' section for a 2020 Audi A8L 65 50K Maintenance package. The total price is \$187.12. The services listed are:

- Minor Maintenance Service
- Time Based Services:
 - AWD Clutch Change fluid (if equipped) Every 2 years: \$80.49
 - Brake fluid Change Every 2 years regardless of mileage: \$246.67

The detailed 'Labor & Parts' list is as follows:

Type	Description	ID	Quantity
<input checked="" type="checkbox"/>	Minor Maintenance	01040002	70
<input checked="" type="checkbox"/>	Oil for AWD clutch replace	01S75550	40
<input checked="" type="checkbox"/>	Brake fluid replace	47085550	30
<input checked="" type="checkbox"/>	FILTERELEM	06L115562B	1
<input checked="" type="checkbox"/>	drain plug	06L103801	1
<input checked="" type="checkbox"/>	BOLT	WHT000729A	3
<input checked="" type="checkbox"/>	Engine oil VW 504 00	M00	6.0 Quart
<input checked="" type="checkbox"/>	drain plug	N 91082701	1
<input checked="" type="checkbox"/>	GEAR OIL	G 060175A2	1
<input checked="" type="checkbox"/>	BOLT	N 90281802	1
<input checked="" type="checkbox"/>	Brake fluid	BFK	1.1 Quart

Note – If a Time Based Service is not selected, the radio button for the associated labor, parts and fluids will be unchecked.

Within Additional Services, the associated labor, parts and fluids are accessible by expanding the line of the service.

Universal Pricing Guide
U Testing | 403CS4

VIN: WAU1GFFL636706 | Mileage: 53,002
2020 ePHEV 53 Sedan

Additional Services

Search services here...

- Additional Work: Air Cleaner - Clean housing and replace the filter element - Factory - \$50.28
- Additional work: AWD Clutch - Replace Oil - Factory - \$80.49
- Additional work: Brake fluid change - Factory - \$240.67
- Additional work: Brake fluid change - Automatic transmission - Factory - \$240.67
- Additional work: Clean plenum chamber - Factory - \$19.11
- Additional Work: Dust and Pollen Filter - Replace, with allergen filter - Factory - \$31.56**

Type	Description	ID	Quantity
✓	Dust and pollen filter remove/install	85181950	10
✓	Def. filter	5Q0819669	1

* Taxes, fees & discounts: not included

Total Package Estimate : \$31.56 *

If you have any questions, please contact us at Elsa2Go@vw.com.

Audi Service and Technology

AoA HV Battery Recycling Program

We are pleased to announce that Audi of America will launch the all new **Audi High Voltage Battery Recycling Program on August 22, 2022.**

To support with the end of life management, this program will provide Audi dealers a no- cost service for the transportation and recycling of

- Electric Vehicle (EV),
- Plug-in Hybrid Electric Vehicles (PHEV), and
- Hybrid Electric Vehicle (HEV)

Batteries and modules (lithium-ion and nickel metal hydride) replaced under warranty. Audi has partnered with Redwood Materials to provide this service.

Requesting service is very simple, just follow the steps below:

- Use the form "[Lithium-ion Battery Evaluation for Ground Transportation](#)" to determine the condition of the battery or module.
- Fill out the "[EV-PHEV-HEV Battery Recycling Request](#)" form.
- Finally, submit these forms in two ways:
 - Option 1: email
 - Option 2: digital
- Redwood Materials will contact the requestor specified in the form to make the necessary arrangements

PDF forms can be found: [ServiceNet](#) > Electric/PHEV Vehicles

Digital forms: [Recycling Request](#) | [Battery Evaluation](#)

For detailed information please see the [AoA HV Battery Recycling Program Guide](#), which can be found: [ServiceNet](#) > Electric/PHEV Vehicles

Please contact Redwood Materials at audi@redwoodmaterials.com for any program inquiries or support.

Thank you for your ongoing and continued support of the Audi Brand.

Audi Parts



Audi Elite Incentive

Throughout 2022, Parts Managers, Service Managers, and Service Consultants will compete for the chance to achieve Audi Elite status and to earn quarterly rewards and year-end grand prizes. Loyal Audi Tire Center dealers who consistently meet or exceed their goals and demonstrate excellence in tire sales will be rewarded. Dealerships will be placed into three competitive groups based on daily RO data. Dealers who achieve their quarterly and year-long objectives, meet all of their quarterly qualifiers, and achieve Audi Elite status each quarter can win quarterly and/or year-end rewards.

Program Details

Build-to-Order Audi Elite Kicker

New this quarter! For every set of four Build-to-Order wheel and tire packages purchased in Q3 and Q4, Parts Managers will be entered into four wild card drawings each quarter for the chance to win bonus tokens on the Audi Tire Center Rewards Platform. Tokens can be used on the Rewards Platform for prizes valued up to \$500. The more Build-to-Order packages purchased, the better the odds of winning!

Dealers must achieve their quarterly Audi Elite objective to qualify for the drawings.

Continental Desert Odyssey Challenge

From July 1 - August 31, 2022, Parts Managers who achieve their all-tire purchase goal and purchase the most OEM, OEA, and WIN Continental tires in their group will win a multi-day adventure that's truly one of a kind.

Winners will explore miles of challenging trails in purpose-built off road vehicles as they delve into the scenic terrain of the remote desert Southwest.

A total of eight winning dealers will earn a spot for their Parts Manager on the trip, which will take place November 1–3, 2022.

Program Details



Build-to-Order Wheel & Tire Sales Challenge



From June 15–September 14, 2022, Service Consultants, Service Managers, Audi Brand Specialists, F&I Managers, Parts Managers, Parts Consultants, CPO Managers, Used Car Managers, New Car Managers and other eligible participants can earn rewards in the Build-to-Order Wheel & Tire Sales Challenge.

For every qualifying Build-to-Order wheel and tire package (set of four) sold and claimed, participants will earn \$150 in Service Perks™ rewards. Q3/Q5/Q7 summer, all-season, and winter packages are eligible for this incentive.

All claims must be submitted through Service Perks by September 21st

[Sales Challenge Overview](#) [Eligible Packages List*](#)

**Pricing is subject to change, please visit Audi Tire Center website for latest pricing and updates Sell Sheets (Featured Announcements)*

\$100 Instant Rebate

Make every detail count

Get \$100 off the purchase and installation of four eligible tires*



July 15 – September 15, 2022

From July 15 – September 15, 2022, your customers can save \$100 instantly on a set of four eligible OEM, OEA, and WIN Bridgestone, Continental, and Michelin tires. Tires must be installed by September 22, 2022.

[Program Details](#)

Service Perks™ Pot of Gold Incentive

From July 15 – September 15, 2022, Service Consultants can earn \$20 in Service Perks™ rewards for every set of four eligible OEM, OEA, and WIN Bridgestone tires sold. The incentive is over when the Pot of Gold runs out, so make sure to sell early and often!

ServicePerks

[Program Details](#)

Audi collection



Dealership Fall/Winter Teamwear Collection

Orders over \$400 receive complimentary shipping¹

Find the perfect blend of comfort and sophistication with the new Audi collection Dealership Teamwear Collection. These pieces are great for your entire dealership: sales team, porters, drivers, technicians, parts and service consultants, and outside sales reps. This season we're offering a series of benefits to our Audi dealer network: factory direct pricing, low minimums, dealer personalization available on all items, and price breaks for ordering in bulk. As an extra added bonus, mix and match any style, size or color on all apparel pieces to meet the minimum order quantity.

Be sure to place your order by Friday, August 26th.

¹ Complimentary ground service on orders shipped in the contiguous United States of \$400 or more.

[Order Online](#)

STAY CONNECTED



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

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