

VWoA Compliance

From: Audi Communications <audicomunications@audi.com>
Sent: Tuesday, September 27, 2022 12:15 PM
To: VWoA Compliance
Subject: Dealer Communication: REMINDER - 3G Turndown (91CD) Activation Support



Dealer Communication

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

3G Turndown (91CD) Activation Support – Activation Rate Improvement Reminder

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.

Beginning in August, a list of activation percentages by dealer has been published and 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.

As previously communicated on August 10th, 2022, we encourage continued focus on the development of action plans based on this report, in order to increase the app activation rate within your store. From August 1st, through September 30th, 2022, the goal was for all of our stores to achieve at LEAST a 60% activation rate for vehicles that received the hardware upgrade. Nationwide, this target was not achieved, therefore as a result, beginning in October 2022, those falling short of this target are subject to review and potential chargeback of campaign claims.

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

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