

VWoA Compliance

From: Audi Communications <aftersalescommunications@audi.com>
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To: VWoA Compliance
Subject: After Sales Service + Parts Newsletter

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After Sales Newsletter



Support for Customers Affected by Alternator Back-order

Dealer Partners,

Audi of America (AoA) is pleased to announce the following programs designed to support customers affected by the alternator back-order.

Audi Branded Loaner Support

Effective immediately, as of 12/22/2022, Audi of America will reimburse the cost to provide Audi branded loaner support to customers affected by alternator failures and awaiting parts replacement.

In order to qualify for this reimbursement, the following conditions must be met:

- The loaner need must be due to a parts delay for the alternator.
- The loaner must be a branded Audi vehicle, sourced internally or through Audi on demand.
- Reimbursement amount may not exceed \$30.00 per day.

To claim this reimbursement, please follow the SAGA claiming instructions to the below:

Claim Type	2SK
Service Number	2726
Damage Category	0015
Labor Operation	LOAN 1600
Amount	\$30/Day not to exceed total cost
Claim Comments	Loaner provided for alternator failure

Audi Warranty may review claims for accuracy. Documentation of loaner support must be retained with the repair order. Any claim that does not meet the above criteria will be charged-back.

Alternator 3.0L Customer Outreach Program

Alternately, customers may take advantage of a \$1,000 incentive towards the purchase or lease of a **new** Audi. This incentive is incremental to any other eligible and applicable incentives currently in-market. Please see bulletin **A22UCOP2** for further program details.

Alternator Dealer Inventory Assistance Program

Dealer taking affected customer vehicles in on trade and placing them in dealer inventory are eligible for Inventory Assistance until such time as remedy parts are available. These vehicles will receive support of 2% of actual MSRP per month. Please see bulletin **A22UINV9** for further program details.

Please reach out to your field representatives with any questions.

2023 Twin Cup



The Round 1 Twin Cup Study Guides have been released.

Brush up on testing material through the Twin Cup Portal.

Study Guides Now Available

Round 1 of Twin Cup is quickly approaching! Testing will begin on **Monday, January 9, 2023**. To help prepare for the exam, Study Guides are now available for download on the Twin Cup Portal. After you login, you can access the Study Guides from the left navigation bar.

As a reminder, participants only need to focus on their specific study guide, you do not need to study all three.

Service = Service Advisors

Technology = Technicians & Shop Foreman

Sales = Audi Brand Specialists & Technologists

All participants must register in order to participate. Registration can be accessed **here** or through iAudi by clicking on App Links > Service > Audi Twin Cup Challenge.

Make sure you register for the correct exam

- Service Advisors should register under **Service**
- Shop Foreman & Technicians should register under **Technology**
- Audi Brand Specialists & Technologists should register under **Sales**



The annual 2023 Twin Cup Challenge is an opportunity for Audi Technicians, Shop Foremen and Service Advisors to put their skills on display and engage in friendly competition with their peers from across the country. New this year, we are incredibly excited to open the competition up to Audi Brand Specialists & Technologists to represent Sales. Here is the new equation for our future competitions: After Sales + Sales = Twin Cup!

After two preliminary rounds, finalists advance to the National Finals to compete in-person for the title of National Champion. Finalists will be presented with practical, hands-on challenges to determine who stands out from the rest of the competition. Our group of National Champions, comprised of teammates from both Sales and Service, will go on to represent Team USA at the 2023 Twin Cup World Championship in Europe.

We strongly encourage all eligible Audi Technicians, Shop Foremen, Service Advisors, Audi Brand Specialists and Technologists to participate in the 2023 Twin Cup Challenge and showcase your skills and product knowledge.

Please continue to check the registration website for more information and be sure to join our [Facebook group page](#) for the latest news and updates! For additional information on Twin Cup, visit [Top Service Process Guide](#) and click on the Audi Twin Cup page, under Service.

In addition, you can reach out to Mollie Hughes at mollie.hughes@audi.com with any questions you may have.

Good luck!

Elsa2Go

Use Elsa2Go & UPG to sell Audi Care/Audi Care Select Plans

Please forward this communication to your service advisors and parts consultants.

We are excited to announce you can start selling Audi Care/Audi Care Select Plans on service lane using Elsa2Go and UPG.

Elsa2Go now shows active, inactive and eligible care plans on the Vehicle Summary Page under the new "Contracts & Subscriptions" section.

UPG now shows eligible care plans in the new "Contracts" section. Simply select the Care Plan and initiate the purchase through the UPG Shopping Cart.

Reminder - UPG Dealer Admin - Action Required

Dealers currently using UPG:

In UPG Admin under the "Taxes & Fees" section, select the checkbox next to the "contracts to apply taxes to Care Plans. No other action is necessary.

Dealers not using UPG:

If you **are not** using UPG for maintenance, but would like to use it to sell Care Plans only and or to use UPG to determine what maintenance services are due, you must set up UPG Admin as follows:

- In the Contract Setup section, select “No” to turn off pricing for Factory Recommended Services and Additional Services
 - Only Audi Care Plan and Dealer Tire prices will display in UPG
- Complete the following sections in order to provide accurate information to your customers:
 - Email/Print Settings – ensure the printed and emailed quotes are specific to your dealership
 - Default Labor Rates/Parts Prices (for CDK and Dealertrack DMS Integration Only)
 - Taxes & Fees - select if taxes should apply to Care Plans selected for purchase

Elsa2Go and UPG Integration with ACMS Support Materials

The links below provide you with detailed information about the Elsa2Go/UPG Integration with ACMS, as well as frequently asked questions.

- [Elsa2Go and UPG Integration with ACMS Features Guide](#)
- [Elsa2Go and UPG Integration with ACMS Frequently Asked Questions](#)

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

Audi Tire Center



Audi Elite Incentive

January 1st – December 31st

Throughout 2023, 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 3 out of 4 best practice requirements and who hit their qualifiers and purchase objectives each quarter can win quarterly and/or year-end rewards.

[Program Details](#)

IMSA Michelin Pilot Challenge

Here's your chance to win a trip to the WeatherTech Raceway Laguna Seca in Monterey, California! From January 1–March 31, 2023, Parts Managers and Service Managers who purchase and sell the most eligible OEM, OEA, and WIN Michelin tires have the chance to earn a trip to the IMSA Michelin Pilot Challenge, May 12-15, 2023.

Program Details

\$100 Instant Rebate



January 1st – 31st

This January, customers can save \$100 instantly on a set of four eligible Bridgestone, Michelin, or Pirelli OEM, OEA, and WIN tires. Tires must be installed by February 7, 2023. Dealers can enter their claims online to receive a \$100 reimbursement. Dealers will be reimbursed via EFT payment in February from VWGoA Accounting.

All claims must be submitted by February 7, 2023, in order to receive reimbursement. For complete details, please see the featured announcement on the homepage of the Audi Tire Center through AccessAudi.com.

Claim Reminder: Submit \$100 Instant Rebate Claims by January 7

\$100 Instant Rebate | November 16th – December 31st, 2022

Claims for the \$100 instant rebate on eligible OEM, OEA, and WIN Bridgestone and Pirelli tires must be submitted via Audi Tire Center through AccessAudi.com by January 7, 2023. Dealers can enter their claims online to receive a \$100 reimbursement. Dealers will be reimbursed via EFT payment in February 2023 from VWGoA Accounting.

Program Details

Points Plus Closing Dates

The last day to accrue 2022 Points Plus® points was December 31, 2022. Any points earned on or after January 1, 2023, will count towards the 2023 Points Plus year.

New for 2023: You are now able to redeem 2022 and 2023 points together; however, 2022 points can only be redeemed until February 28, 2023. Any 2022 points not redeemed by February 28, 2023, will be forfeited.

Reduce Reconditioning Costs with CPO Rebates

Don't miss this opportunity to reduce reconditioning costs on CPO vehicles at your dealership. When you purchase and install select OEM and OEA tires on your CPO vehicles, during the reconditioning process, your dealership will earn CPO rebates ranging from \$5 to \$15 per eligible tire. In addition, these tires will come with complimentary 24-month road hazard coverage for your customers. For more details and a complete list of eligible SKUs, go to the CPO Tire Rebates link in the Realize Program benefits section of Audi Tire Center through AccessAudi.com.

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

STAY CONNECTED



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