

## VWoA Compliance

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**From:** Audi Communications <aftersalescommunications@audi.com>  
**Sent:** Thursday, January 12, 2023 6:30 AM  
**To:** VWoA Compliance  
**Subject:** [From: External] After Sales Service + Parts Newsletter

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CW02 January 2023

After Sales Newsletter



### 2023 Audi Care Pricing Changes

Dealer Partners,

We are pleased to announce changes to the **2023** Audi Care Program and Audi Care Incentive Payout Plan. Both Audi Care incentive and the updated Audi Care pricing went live on **January 5, 2023**. These changes will apply to all model year vehicles.

***REMINDER: Pricing changes cannot be made to previously sold or committed contracts.***

**2023 Audi Care Program Pricing:**

Tiers	Models/Carlines	Audi Care			Audi Care Select		
		Customer Price (MSRP)	Dealer Cost	Dealer Margin	Customer Price (MSRP)	Dealer Cost	Dealer Margin
Basic	A3, S3, Q3	\$1,099	\$1,024	\$75	\$1,099	\$1,024	\$75
Standard	A4/A4 allroad, A5, A6/A6 allroad/A6 Avant, A7, Q5, Q7, Q8, S4, S5, S6, S7, SQ5, TT, TTS, TTRS, RS3, RS4, RS5	\$1,499	\$1,424	\$75	\$1,199	\$1,124	\$75
e-tron	e-tron SUV, e-tron sportback, Q4 e-tron, e-tron GT	\$1,099	\$1,024	\$75	\$999	\$924	\$75
Premium	A8/A8 PHEV, S8, SQ7, SQ8, RS6/RS6 Avant, RS7, RSQ8, R8, A3 TDI, A6 TDI, A7 TDI, Q5 TDI, Q7 TDI	\$1,999	\$1,924	\$75	\$1,699	\$1,624	\$75

Tiers	Models/Carlines	Audi Care 3-Service Lease Plan			Audi Care 2-Service Lease Plan		
		Customer Price (MSRP)	Dealer Cost	Dealer Margin	Customer Price (MSRP)	Dealer Cost	Dealer Margin
Basic	A3, S3, Q3	\$999	\$924	\$75	\$899	\$824	\$75
Standard	A4/A4 allroad, A5, A6/A6 allroad/A6 Avant, A7, Q5, Q7, Q8, S4, S5, S6, S7, SQ5, TT, TTS, TTRS, RS3, RS4, RS5	\$1,349	\$1,274	\$75	\$1,099	\$1,024	\$75
e-tron	e-tron SUV, e-tron sportback, Q4 e-tron, e-tron GT	\$999	\$924	\$75	\$899	\$824	\$75
Premium	A8/A8 PHEV, S8, SQ7, SQ8, RS6/RS6 Avant, RS7, RSQ8, R8, A3 TDI, A6 TDI, A7 TDI, Q5 TDI, Q7 TDI	\$1,849	\$1,774	\$75	\$1,399	\$1,324	\$75

### 2023 Audi Care Incentive Program:

The 2023 Audi Care Incentive Program will pay \$25 spiff per contract sold for all model and model year vehicles. The incentive is paid to contract sellers on their Audi debit card. A contract seller must select their last name in the “contract seller” section in ACMS when creating the contract, AND be a registered, active user of Audi Academy CRC (Certification Resource Center). All required training courses must be completed to be eligible to sell Audi Care.

Please reach out to your field team or Audi Care Helpdesk ([AudiCarePlan@audi.com](mailto:AudiCarePlan@audi.com)) if you have any questions.

Sincerely,  
After Sales, Service Operations  
Audi of America

#### Incentive Program Fine Print:

- Any unit found to be reinstated and/or contract cancellation may result in the incentive being charged back.
- Any unit found sold more than MSRP may result in the incentive being charged back.
- Incentive will be awarded after the end of every sales month.
- Area Sales Managers and Area After Sales Managers will receive a monthly incentive payout update to track performance.
- Compatible with all other incentive programs.
- In rare cases, if a confirmed contract seller is inactive when the payout is processed, Audi is able to reprocess the payout amount when the seller’s status becomes active. Funds cannot be redistributed to someone else.

## 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



## Let the Competition Begin

It's the challenge we look forward to every year, 2023 Twin Cup has officially begun!

Round 1 testing began on Jan. 9th and will be available until Jan. 29<sup>th</sup> at 11:59PM EST. If you've not yet registered, we encourage you to head over and sign up immediately. Signup [here](#) or through iAudi by clicking on App Links > Service > Audi Twin Cup Challenge.

Please make sure you register for the correct competition category. Any participant who completes the incorrect test may be disqualified.

**Service** = Service Consultants  
**Technology** = Technicians & Shop Foreman  
**Sales** = Audi Brand Specialists & Technologists

As the saying goes, "It pays to finish first". Complete Round 1 testing in the first week to earn the most bonus points available.

- Week 1 (Jan. 9-15): 8 percentage points
- Week 2 (Jan. 16-22): 4 percentage points
- Week 3 (Jan. 23-29): 0 points

Don't miss out on this great opportunity to compete among the best of the best. In addition to a coveted spot at the World Championship, 2023 Twin Cup is also offering:

- Prizes for completing Round 1 and Round 2 Testing
- In-Person National Finals with 1 guest
- Technicians/Shop Foreman who advance to the National Finals have the opportunity to earn Audi Diagnostic Technician (ADT) certification



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](mailto: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.*

As a reminder, you can start selling Audi Care/Audi Care Select Plans on service lane using Elsa2Go and UPG.

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

UPG 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](mailto:Elsa2Go@vw.com).

**Audi Tire Center**



## **Audi Elite Incentive**

**January 1<sup>st</sup> – December 31<sup>st</sup>**

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 1<sup>st</sup> – 31<sup>st</sup>**

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.

### **Program Details**

## **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)*

## Audi Collection



Our sale section is fully stocked with newly marked-down products. From jackets and tees to hats and accessories, now is a great time to re-stock your shelves after the holidays. Shop now while supplies last!

**[Shop Now](#)**

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STAY CONNECTED



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