

## VWoA Compliance

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**From:** Volkswagen Now Dealer Communications <dealercomms@vw-now.com>  
**Sent:** Friday, September 20, 2024 12:30 PM  
**To:** VWoA Compliance  
**Subject:** [From: External] FIELD COPY: ID.4 Stop Sale Update and Dealer Support Measures

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Volkswagen Sales Operations September 20, 2024

Dealer Principal, General Manager, Sales Manager

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Brand

**ID.4 Stop Sale Update and Dealer Support Measures**



Dear Volkswagen Dealers,

A Voluntary Safety Campaign 57J9 was published on September 6th, affecting MY 21-24 ID.4 models in the U.S. You may reference the original message from Andrew Savvas, EVP & Chief Sales & Marketing Officer NAR, [here](#).

We understand the impacts of carrying new and used inventory during a stop sale campaign, and on our customers driving these vehicles today wanting to purchase a new Volkswagen. During the Dealer Meeting in Orlando, we committed to communicating a support package before the end of September. Today, we are announcing the following measures:

- **New Cars in Dealer Inventory:** For new ID.4s in dealer inventory not yet reported sold, we will provide the standard 1% of invoice (less holdback, fuel & floorplan and transaction credit) monthly support payment, plus an additional \$500 monthly support payment.

New Car Support - 1%

New Car Support - \$500

- **Used Cars in Dealer Inventory:** For used ID.4s in CPO inventory, acquired from VWDirect or from Auction, taken in on trade, as well as ID.4s currently enrolled in the Customer Mobility Program or recently retired from the Customer Mobility Program, we will pay a \$335 monthly support payment (equivalent to 1.25% of estimated KBB used car value), plus an additional \$500 monthly support payment.

CPO Car Support

Used Car Support

- **Pre-Paying EV Customer Experience Bonus:** Typically paid after retailing a vehicle, we will now provide the 1% EV Customer Experience Bonus upfront as a one-time payment for new ID.4s in dealer stock. The 75% Car-Net enrollment objective will not be required to receive this up-front bonus payment.

EV Customer Support

- **Trade-In Loyalty Bonus:** A \$2,500 loyalty bonus will be paid to dealers when a customer trades in an affected ID.4 and purchases any new Volkswagen from your dealership.

Loyalty Support

We recognize this stop sale imposes a burden on your dealership and hope these steps help.

When these cars come off stop sale, we plan to be super competitive relative to Market offers to accelerate the sale of these older MY vehicles. Once the stop sale has ended, more details will follow. Payment timing on the above measures will be communicated shortly.

We have temporarily suspended ID.4 production at the Volkswagen Chattanooga plant until a recall remedy is available. During this furlough, we are supporting impacted employees with supplementary unemployment income and full benefits.

We will continue to keep you informed as updates become available.

Volkswagen Sales Operations

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