

CSC-10025969-5893

Customer Letter Example (United States)

December 2005

**Subject: Customer Satisfaction Campaign M3
2002-2003 Model Year Passat Equipped with Heated Seats
Inspect and, If Necessary, Install New Passenger Side Seat Heater Switch**

Dear Volkswagen Owner:

Our records indicate that we had previously notified you of the available repair for the driver's side seat heater. We would now like to inform you that the passenger's side seat heater switch repair is now available.

What is the Problem?

Volkswagen has determined that the affected vehicles equipped with heated seats may have a seat heater element that can malfunction when the ignition switch is "on" and the seat heater switch is "on." If this happens, the seat heater mat may temporarily overheat and become inoperative, and the occupant may experience excessive heat in a small area. This overheating would occur over a very brief time period and is self-limiting, as the current flow is interrupted as a result of this condition. In extreme cases, the overheating could cause damage to objects in contact with the seat cushion. This condition cannot occur if the ignition switch is "off" or if the seat heater switch is "off." Additionally, the occurrence of this on the passenger side is extremely rare.

What Will Volkswagen Do?

In order to prevent the condition described above, we will inspect and, if necessary, install a new seat heater switch for the passenger seat free of charge.

This seat heater customer satisfaction campaign will be available until December 31, 2007, after which time it will expire and will no longer be performed as a customer satisfaction campaign.

We will also provide a three year limited warranty extension for inoperative condition of **both** the installed seat heater electrical repair kit (provided to you under the M2 Customer Satisfaction Campaign) and switch (provided to you under the M3 Customer Satisfaction Campaign), regardless of vehicle mileage. This limited warranty extension will be in effect until December 31, 2008 and will be activated only after you bring your vehicle in and the M2 and M3 campaigns have been performed.

This warranty extension is in addition to and does not affect any other applicable warranty with your vehicle (such as the Limited New Vehicle Warranty). This extended warranty does not cover wear and tear of the seat cover or any other condition other than operation of the installed seat heater electrical repair kit and switch.

What We Would Like You To Do

Please contact your authorized Volkswagen dealer and arrange for an appointment at your convenience so this update can be performed. This inspection will typically take about fifteen minutes. Repairs, if necessary, will take about one and one-half hours and as mentioned above, will be free of charge. Please keep in mind that your dealer may need additional time for the preparation of the update, as well as to accommodate their daily workshop schedule.

If you have not yet had the driver's side seat heater electrical repair kit installed on your vehicle, we would also like to take this opportunity to remind you that this repair is also available to you free of charge. This update will typically take about two hours.

Lease Vehicles

If you are the lessor and registered owner of the vehicle identified in this letter, please forward this information via first class mail to the lessee.

Have You Changed Your Address Or Sold The Vehicle?

If you have, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.

Reimbursement of Expenses

If you have previously paid for a seat heater repair on a heated seat due to overheating, the enclosed form explains how to request reimbursement. We would be pleased to review your reimbursement request.

Service Help From Us

If your authorized Volkswagen dealer fails or is unable to complete this work free of charge within a reasonable amount of time, please call or write to:

Volkswagen of America, Inc.
Attn: Customer CARE Center (M3)
3499 West Hamlin Road
Rochester Hills, MI 48309
1-800-893-5298

We sincerely regret any inconvenience this may cause, and we look forward to providing this repair and warranty extension to you. Thank you for driving a Volkswagen!

Sincerely,

Maria Cotter
Volkswagen Service and Quality

The information in this document is intended for use only by skilled technicians who have the proper tools, equipment and training to correctly and safely maintain your vehicle. These procedures are not intended to be attempted by "do-it-yourselfers," and you should not assume this document applies to your vehicle, or that your vehicle has the condition described. To determine whether this information applies, contact an authorized Volkswagen dealer. ©2008 Volkswagen Group of America, Inc. and Volkswagen Canada. All Rights Reserved.

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