

Customer Letter Example (United States)

June 2009

Subject: Warranty Extension for Seat Heaters
2002-2004 MY Volkswagen Jetta, 2002-2005 Jetta Wagon, and 2003-2005 Golf/GTI Vehicles
Equipped with "Comfort" Seats and 2002-2003 MY Volkswagen Passat Vehicles

Dear Volkswagen Owner:

As part of Volkswagen's ongoing commitment to customer satisfaction, we are pleased to inform you of our decision to extend the warranty that covers the seat heaters in your vehicle until June 30, 2010, regardless of vehicle mileage.

What is the issue?

The affected vehicles 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 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?

Should you experience a seat heater malfunction as described above, your authorized Volkswagen dealer will diagnose and repair the seat heaters in your vehicle at no cost to you, as long as your vehicle is within the time limit of this warranty extension.

This warranty extension covers only the diagnosis and repair of the driver's and passenger seat heaters.

This warranty extension will not cover any damage or malfunctions caused by outside influence, such as damage due to an accident, vehicle misuse or neglect, or storm damage. These conditions may require repairs that are needed for proper diagnosis of the underlying condition. **Any repairs that are (1) necessary for proper diagnosis of these other conditions or (2) required to bring the vehicle up to factory specifications are not covered by this warranty extension.** Any malfunctions of non-seat heater electrical and mechanical seat components remain covered by the normal terms of the New Vehicle Limited Warranty.

What We Would Like You to Do

Our records show that your vehicle has already been inspected/repared under the seat heater customer satisfaction campaigns. Because of this, you do not need to do anything further to be eligible for this warranty extension. Should you experience a seat heater malfunction as described in this letter, your authorized Volkswagen dealer will diagnose and repair the seat heaters in your vehicle at no cost to you, as long as the malfunction occurs within the extended warranty period. Please keep this letter with your Warranty booklet and deliver it to any new owner, along with the owner's manual.

Lease Vehicles

If you are the lessor and registered owner of the vehicle identified in this action, please forward this information immediately via first-class mail to the lessee within ten (10) days of receipt of this notification.

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.

We are pleased to offer this extended warranty and hope that you will continue to be a member of the Volkswagen family. Thank you for driving a Volkswagen!

Sincerely,
Volkswagen Service & Quality

The repair 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. ©2009 Volkswagen Group of America, Inc. and Volkswagen Canada Inc. All Rights Reserved.

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What will Volkswagen Do?

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Customer Letter Example (Canada)

September 2007

**Subject: Customer Satisfaction Campaigns R2 and R3
2003-2004 Model Year Passat Equipped with Heated Seats
Install Driver's Side Seat Heater Repair Kit and Install New Passenger
Side Seat Heater Switch**

Dear Volkswagen Owner:

Some of our customers have contacted us regarding the functionality of the seat heater in some 2003-2004 model year Passat vehicles.

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.

Because we at Volkswagen want to ensure your continued satisfaction with your vehicle, we are writing to inform you about seat heater modifications we would like to perform for you at no cost.

What Will Volkswagen Do?

In order to prevent the condition described above, we will modify the driver's side seat heater by installing an electrical repair kit and install a new seat heater switch for the passenger seat.

This seat heater customer satisfaction campaign will be available until September 30, 2009, 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 and switch, regardless of vehicle mileage. This limited warranty extension will be in effect until September 30, 2010 and will be activated only after you bring your vehicle in and the R2 and R3 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 update will typically take about two 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.

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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 Canada Inc.
Attn: Customer CARE Center (R2/R3)
P.O. Box 842, Stn. A
Windsor, ON N9A 9Z9
CANADA
1-800-893-5298

We look forward to providing this repair and warranty extension. Thank you for driving a Volkswagen!

Sincerely,

Volkswagen Service and Quality

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