



Volkswagen

# VOLKSWAGEN DEALERSHIP COMMUNICATION

To: Dealer Principals, General Managers and Sales Managers

Mark C. McNabb Name

Chief Operating Officer Title  
Volkswagen of America

Subject: 3.0L TDI Goodwill Package Registration Extension

April 21, 2016 Date:

We launched the TDI Goodwill Package in November as a positive gesture toward owners affected by the TDI emissions issue. In January we expanded the program to include affected 3.0L TDI customers. To date, we have had over 280,000 successfully activated TDI Goodwill Packages. As we near the end of the program registration period of April 30<sup>th</sup>, I want to announce that the registration deadline for eligible 3.0L TDI customers is being extended until July 31<sup>st</sup>. Affected 2.0L TDI customers will not be able to register beyond April 30<sup>th</sup>; however, this extension will provide affected 3.0L TDI customers with additional time to register for the TDI Goodwill Package, the components of which are outlined below:

- **\$500 Volkswagen Prepaid Visa® Loyalty Card** – valid anywhere Visa debit cards are accepted
- **\$500 Volkswagen Dealership Card** – *valid only at participating Volkswagen dealerships, and can be applied to any transaction where the participating dealer accepts Visa, such as parts and accessories, vehicle service, or toward the purchase or lease of a new or used vehicle.*
- **24-hour Roadside Assistance for 3 years** – includes standard Roadside Assistance benefits

Please keep in mind that customers will still need to meet eligibility requirements and agree to Program Rules and the Cardholder Agreements. As you know, the cards referenced above expire one year from date of issuance, so we encourage customers to promptly visit your showrooms to activate their cards. We are pleased that additional traffic has been driven to your stores and your teams have responded by delivering exceptional experiences. As a brand we have continued to see very strong Customer Experience scores.

Thank you for your support during this time.

Mark C. McNabb  
Chief Operating Officer  
Volkswagen of America

**\*Restrictions apply. Affected customers eligible for the TDI Goodwill Package are not required to waive their rights or release or arbitrate their claims against Volkswagen Group of America in order to receive the Package.** TDI Goodwill Package available only to registered owners or lessees as of November 8, 2015 of affected TDI vehicles who can provide VIN and other requested verification data. Limit one per affected vehicle as confirmed by unique VIN; cards may not be transferred or sold. Affected 2.0L customers must register for the TDI Goodwill Package by April 30, 2016. Affected 3.0L customers must register for the TDI Goodwill Package by July 31, 2016. Affected customers must comply with all Program Rules, including activating at participating dealership within one year of issuance. Volkswagen Prepaid Visa Loyalty Cards are issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. This card can be used anywhere Visa debit cards are accepted. Dealership card can only be used at participating Volkswagen of America dealerships. Both cards expire one year after date of issuance upon registration for the TDI Goodwill Package. Void where prohibited and outside U.S. and Puerto Rico. See [vwdieselinfo.com](http://vwdieselinfo.com) or call 1-800-822-8987 for important eligibility, registration, activation, and other Program Rules.