

Audi of America, Inc.



Audi

Audi of America, Inc.
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Date: November 21, 2012

Subject: Delivering the Perfect Audi Vehicle

Dear Audi Dealer Principal, Service Manager, and Parts Manager:

On November 1, the 2013 JD Power IQS season began. This is the period of time when customers who take delivery of a new Audi will be asked to provide feedback on the initial quality of their vehicle.

Every day, you define a culture dedicated to selling and servicing the most stunning vehicles in the world. As always, it is critical for all Audi dealers to take extra measures – to go the extra mile – to ensure that each new vehicle is delivered to customers in absolute perfect condition.

With this in mind, we ask you to pay special attention to completing any update technical bulletins that are active on the 2013 model year vehicles in your inventory. You can quickly identify these vehicles by using the *New & CPO Inventory Open Campaign/Action Report* (found under My Dealership Reports on AccessAudi).

CODE	TOPIC	AFFECTED VEHICLES
97Y7	Vehicle Departure Deactivation & Auto Electronic Parking Brake Software Update	2013 A6, A7, A8, S6, Q5
37H1	ECM/TCM Software Update	2013 A8, S8
48K4	Power Steering Control Unit Software Update	2013 A4/S4, A5, A5 Cabriolet, S5, A6, A7, allroad
97Y3	Low Beam Headlights Software Update	2013 A4, A5, A5/S5 Cabriolet, RS5, allroad
91i8	Street View	2013 A4, A5, A5/S5 Cabriolet, RS5, A8

We thank you for your ongoing efforts as your team embraces the spirit of Kundenbegeisterung to ensure perfect Audi deliveries throughout the current IQS window, and well into the future. By crafting the perfect delivery for our customers, we will continue to create lifelong fans of the four rings.

With every mile, with every interaction, another Audi fan.

Jamie Dennis
Director, Product Quality & Technical Service

Mark Del Rosso
EVP & Chief Operating Officer