

## IMPORTANT INFORMATION

Please inform and provide a copy of this document to every person in your dealership with campaign-related responsibilities, including Service, Parts and Accounting personnel. By law, dealers must correct, prior to delivery for sale or lease, any vehicle that fails to comply with an applicable Federal Motor Vehicle Safety Standard or that contains a defect relating to motor vehicle safety. **If you have questions regarding this or any other campaign, please contact Warranty.**



# Emissions Service Action

Code: 2306

**Subject: Certain 2010-2014 Volkswagen Vehicles with 2.0L TDI® Clean Diesel Engine  
ECM Software Update**

April 07, 2015

### Problem Description

The vehicle's engine management software has been improved to assure the vehicle's tailpipe emissions are optimized and operating efficiently. Under certain operating conditions, the earlier strategy may have increased the chance of the vehicle's MIL light illuminating. If the MIL illuminates for any reason, the vehicle will not pass an IM emissions inspection in some regions.

### Corrective Action

Install updated ECM software.

### Affected Vehicles

#### **U.S.A. and CANADA:**

**2010-2014 Beetle, Beetle Convertible, Jetta, Golf,  
Jetta SportWagen/Golf Wagon  
with 2.0L TDI® Clean Diesel engine**

**Verify the open Campaigns/Actions screen in Elsa to determine if  
the VIN# applies to this Campaign/Action**

#### **NOTE:**

- *Elsa is the only valid campaign inquiry/verification source. Check Elsa on the day the campaign work will be performed to verify vehicle eligibility for the repair in order to receive claim payment consideration. Campaign status must show "open".*
- *If this repair appears to have already been performed on the vehicle but the code still shows open in Elsa, contact Warranty before proceeding further, e.g. a dealer may have recently performed this repair but not yet entered a claim for it in the system.*
- *Elsa may also show additional open action(s); if so, inform your customer - this work can be done while the vehicle is in for this campaign.*
- *Contact Warranty if you have any questions.*

### Inventory Vehicle Open Campaign/Action Report (VIM)

On or about April 07, 2015, affected vehicles will be listed on the Inventory Vehicle Open Campaign Action report under My Dealership Reports (found on [www.vwclub.com](http://www.vwclub.com) & VIM). A list will not be posted for dealers who do not have any affected vehicles.

### Parts Information and Allocation

This action is a software update only; no parts are required.

### Owner Notification Mailing

On or about April 07, 2015, the owner mailing will take place. A sample copy of the owner letter is enclosed.

### Requirements for Emissions Campaigns Having Customer Notification (CALIFORNIA ONLY)

The California Air Resources Board and the Department of Motor Vehicles (DMV) require emissions-related campaigns to be completed prior to vehicle registration renewal. **When campaign work is done you must provide the owner with a signed "Vehicle Emission Recall – Proof of Correction" certificate (RC EMISCAVWAU).** Certificates can be ordered at no cost online via the Compliance Label Ordering portal at [www.vwclub.com](http://www.vwclub.com).

### Campaign Completion Labeling Guidelines

Vehicles repaired under this action must be identified with a campaign completion label (part number CAMP 010 000). Labels can be ordered at no cost online via the Compliance Label Ordering portal at [www.vwclub.com](http://www.vwclub.com).

## **Claim Entry Procedure**

Immediately upon completion of the repair work, enter the Applicable Criteria ID and Repair Operation from the following chart. **The Applicable Criteria ID is shown in Elsa.** Claims will only be paid for vehicles that show this campaign open in Elsa on the day of the repair. To help ensure prompt and proper payment, attach the screen print to the repair order.

### **Saga Claim Entry Procedure**

Check Elsa to determine if this campaign is open.

**Service No.:** 2306 (**Letter O, not number zero**)  
**Damage Code:** 0099

#### **Parts Manufacturer**

**Removed part:** Use vendor code **WVO**

Sold vehicle = 7 10

Unsold vehicle = 7 90

#### **Accounting Instructions**

##### **Criteria I.D. 01**

Check/Updated software present, no further work required

**Repair operation:** 0183 00 99 20 T.U.

**OR**

Update ECM software.

**Repair operation:** 2360 25 99 50 T.U.

***There is NO reimbursement for Vehicle Wash or Loaner***

#### **If customer refused repairs**

**U.S. dealers:** Submit the request through WISE under the Campaigns/Update/Recall Closure option.

**Canadian dealers:** Fax the Repair Order to Warranty at (905) 428-4811 and provide VIN, applicable Service Number, Customer Information, Dealer Number and Date.

## Customer Letter Example (United States – 49 states)

**Subject: Emissions Service Action 2306 – ECM Software  
Certain 2010-2014 Model Year Volkswagen Vehicles Equipped with a 2.0L TDI® Clean Diesel Engine**

Dear Volkswagen Owner,

As part of Volkswagen's ongoing commitment to our environment, and in cooperation with the United States Environmental Protection Agency, we are informing you of our decision to conduct an emissions service action on certain 2010-2014 model year Volkswagen vehicles equipped with a 2.0L TDI® Clean Diesel engine. Our records show that you are the owner of a vehicle affected by this action.

**What is the issue, and what will we do?**

The vehicle's engine management software has been improved to assure your vehicle's tailpipe emissions are optimized and operating efficiently. Under certain operating conditions, the earlier strategy may have increased the chance of the vehicle's MIL light illuminating. If the MIL illuminates for any reason, your vehicle will not pass an IM emissions inspection in some regions.

To address this issue, your authorized Volkswagen dealer will update the ECM software in your vehicle. This work will take about one hour to complete and will be performed for you free of charge. Please keep in mind that your dealer may need additional time for the preparation of the repair, as well as to accommodate their daily workshop schedule.

**IMPORTANT!**

**Please note that if the ECM in your vehicle has been "chipped," "tuned," or otherwise modified from original factory specifications with aftermarket components and/or software, work needed to repair, replace, or return the ECM to original factory specifications is NOT covered under this action.**

**What should you do?**

In order to limit any possible inconvenience, please contact your authorized Volkswagen dealer as soon as possible to schedule this service.

**Lease vehicles and address changes**

If you are the lessor and registered owner of the vehicle identified in this action, please forward this letter immediately via first-class mail to the lessee within ten (10) days of receipt. If you have changed your address or sold the vehicle, 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 repairs relating to the condition described in this letter, the enclosed form explains how to request reimbursement. We would be pleased to review your reimbursement request.

**Can we assist you further?**

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

Volkswagen of America, Inc.,  
Attn: Customer CARE (2306)  
3800 Hamlin Road, Auburn Hills, MI 48326  
1-800-893-5298  
[www.vw.com](http://www.vw.com)

**Checking your vehicle for open Recalls and Service Campaigns**

To check your vehicle's eligibility for repair under this or any other recall/service campaign, please visit the **Recall/Service Campaign Lookup** tool at [www.vw.com](http://www.vw.com) and enter your Vehicle Identification Number (VIN). As always, if you have any questions or if you need additional assistance, please contact Customer CARE or your authorized Volkswagen dealer.

We apologize for any inconvenience this matter may cause; however we are taking this action to help ensure your vehicle continues to meet and exceed your expectations. Thank you for driving a Volkswagen!

Sincerely,

Volkswagen Customer Protection

## Customer Letter Example (United States – California)

**Subject: Emissions Service Action 23O6 – ECM Software  
Certain 2010-2014 Model Year Volkswagen Vehicles Equipped with a 2.0L TDI® Clean Diesel Engine**

Dear Volkswagen Owner,

As part of Volkswagen's ongoing commitment to our environment, and in cooperation with the United States Environmental Protection Agency and the California Air Resources Board, we are informing you of our decision to conduct an emissions service action on certain 2010-2014 model year Volkswagen vehicles equipped with a 2.0L TDI® Clean Diesel engine. Our records show that you are the owner of a vehicle affected by this action.

**What is the issue, and what will we do?**

The vehicle's engine management software has been improved to assure your vehicle's tailpipe emissions are optimized and operating efficiently. Under certain operating conditions, the earlier strategy may have increased the chance of the vehicle's MIL light illuminating. If the MIL illuminates for any reason, your vehicle will not pass an IM emissions inspection in some regions.

To address this issue, your authorized Volkswagen dealer will update the ECM software in your vehicle. This work will take about one hour to complete and will be performed for you free of charge. Please keep in mind that your dealer may need additional time for the preparation of the repair, as well as to accommodate their daily workshop schedule.

**IMPORTANT!**

**Please note that if the ECM in your vehicle has been "chipped," "tuned," or otherwise modified from original factory specifications with aftermarket components and/or software, work needed to repair, replace, or return the ECM to original factory specifications is NOT covered under this action.**

**What should you do?**

In order to limit any possible inconvenience, please contact your authorized Volkswagen dealer as soon as possible to schedule this service.

**Lease vehicles and address changes**

If you are the lessor and registered owner of the vehicle identified in this action, please forward this letter immediately via first-class mail to the lessee within ten (10) days of receipt. If you have changed your address or sold the vehicle, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.

**Important information for California Vehicle Owners – California Regulations**

California regulations require that this campaign be completed prior to the time you renew your vehicle registration. Therefore, **please make sure that this campaign is completed prior to the renewal of your vehicle registration**, and that you furnish proof of completion to the Department of Motor Vehicles (DMV) in the form of a copy of the dealer's repair order, including a signed "Proof of Correction" certificate. You obtain this from your dealer after the campaign has been completed. Please retain the signed "Proof of Correction Certificate" with your vehicle records. **DO NOT MAIL THIS FORM** to the DMV, unless requested.

**Reimbursement of Expenses**

If you have previously paid for repairs relating to the condition described in this letter, the enclosed form explains how to request reimbursement. We would be pleased to review your reimbursement request.

**Can we assist you further?**

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

Volkswagen of America, Inc.,  
Attn: Customer CARE (23O6)  
3800 Hamlin Road, Auburn Hills, MI 48326  
1-800-893-5298  
[www.vw.com](http://www.vw.com)

**Checking your vehicle for open Recalls and Service Campaigns**

To check your vehicle's eligibility for repair under this or any other recall/service campaign, please visit the **Recall/Service Campaign Lookup** tool at [www.vw.com](http://www.vw.com) and enter your Vehicle Identification Number (VIN). As always, if you have any questions or if you need additional assistance, please contact Customer CARE or your authorized Volkswagen dealer.

We apologize for any inconvenience this matter may cause; however we are taking this action to help ensure your vehicle continues to meet and exceed your expectations. Thank you for driving a Volkswagen!

Sincerely,

Volkswagen Customer Protection

## Customer Letter Example (CANADA)

**Subject: Emissions Service Action 2306 – ECM Software  
Certain 2010-2014 Model Year Volkswagen Vehicles Equipped with a 2.0L TDI® Clean Diesel Engine**

Dear Volkswagen Owner,

This notice is sent to you in accordance with the requirements of the *Canadian Environmental Protection Act, 1999*. Volkswagen has determined that a defect, which relates to a prescribed emission standard, exists in certain 2010-2014 model year Volkswagen vehicle equipped with a 2.0L TDI® Clean Diesel engine. Our records show that you are the owner of a vehicle affected by this action.

**What is the issue, and what will we do?**

The vehicle's engine management software has been improved to assure your vehicle's tailpipe emissions are optimized and operating efficiently. Under certain operating conditions, the earlier strategy may have increased the chance of the vehicle's MIL light illuminating. If the MIL illuminates for any reason, your vehicle will not pass an IM emissions inspection in some regions.

To address this issue, your authorized Volkswagen dealer will update the ECM software in your vehicle. This work will take about one hour to complete and will be performed for you free of charge. Please keep in mind that your dealer may need additional time for the preparation of the repair, as well as to accommodate their daily workshop schedule.

**IMPORTANT!**

**Please note that if the ECM in your vehicle has been "chipped," "tuned," or otherwise modified from original factory specifications with aftermarket components and/or software, work needed to repair, replace, or return the ECM to original factory specifications is NOT covered under this action.**

**What should you do?**

In order to limit any possible inconvenience, please contact your authorized Volkswagen dealer as soon as possible to schedule this service. On or about April 07, 2015 the necessary repair instructions will be available to your authorized Volkswagen dealer.

**Lease vehicles and address changes**

If you are the lessor and registered owner of the vehicle identified in this action, please forward this letter immediately via first-class mail to the lessee within ten (10) days of receipt. If you have changed your address or sold the vehicle, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.

**Reimbursement of Expenses**

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**Can we assist you further?**

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

Volkswagen Canada  
Attn: Customer Relations (2306)  
PO Box 842, Stn. A  
Windsor, ON N9A 6P2  
1-800-822-8987  
[www.vw.ca](http://www.vw.ca)

We apologize for any inconvenience this matter may cause; however we are taking this action to help ensure your vehicle continues to meet and exceed your expectations. Thank you for driving a Volkswagen!

Sincerely,

Volkswagen Customer Protection

**Required Tools:**



- VAS 6150C Scan Tool (or equivalent)



- INC-940 Battery Charger (or equivalent)

**Required Parts:**

NONE – Software update only

**Work Procedure**

<b>i TIP</b>
If Campaign Completion label is present, no further work is required

**Section A – Check for Previous Repair**

- Enter the VIN in Elsa and proceed to the “Campaign/Action” screen

<b>i TIP</b>
On the date of repair, print this screen and keep a copy with the repair order

- ← Ensure that the Status is “Open”  
<arrow 2>
- ← Note the Applicable Criteria ID  
<arrow 1> for use in determining the correct work to be done and corresponding parts associated

Applicable Criteria ID (s)	Campaign/Action Status
01	Open

**EXAMPLE**

**Proceed to Section B**

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. ©2015 Volkswagen Group of America, Inc. and Volkswagen Canada. All Rights Reserved.

## Section B – Update ECM Software

### NOTE

Prior to launching VAS Diagnostic Device application and starting control module update process, confirm tester screen saver and power settings are off.

Failure to do so may result in the tester entering power save mode during data transfer, and subsequent control module failure.

When using any tester in conjunction with a VAS 5054A wireless transmitter head for a flash procedure:

- Connect the tester using an Ethernet “hard line” cable between the tester and the on-line network. **DO NOT USE WI-FI.**
- Connect a USB cable between the transmitter head and the tester. Failure to do so may lead to errors during the flash procedure.
- **DISABLE BLUETOOTH and ensure that the tester is NOT communicating via Bluetooth as the Bluetooth protocol is not a robust data transfer environment for the flash process. DO NOT USE BLUETOOTH for flashing. Control module failures caused by flashing via Bluetooth will not be covered.**

All Volkswagen scan tool devices must only be used with their power adapters plugged in. Under no circumstances should they be used on battery power alone during the programming procedure.

**Critical Warning:** The Midtronics Battery Charger **must** be connected to the vehicle battery for the duration of the programming, to ensure the battery state of charge remains above 12.5 volts during the update process. If the battery drops below 12.5 volts, the programming could fail which may result in damage to the control module.

The technician should verify the vehicle voltage prior to starting the update process, and should monitor the voltage for the duration of the update.

Control modules damaged by insufficient voltage will not be covered.

### WARNING

Radiator Fan(s) may cycle ON high speed during the Update Process! There is a serious risk that personal injury may result if contact is made with spinning fan blades. Keep hands and all objects away from Radiator Fan(s) during Update Process!

## SVM Update Instructions



- Switch the ignition OFF.
- Switch off the headlights, radio, HVAC, and all other battery consumers.
- Open the hood.
- If necessary, open/remove the battery cover.
- Connect the battery charger to the vehicle.
- Connect the VAS tester to the online network using an Ethernet cable.
- Connect the VAS 5054A transmitter head to the VAS tester using the USB cable.
- Disable the Bluetooth by physically turning the switch to the "off" position.

### NOTE

If the Bluetooth wireless VAS 5054A transmitter head is used in conjunction with a VAS tester, the transmitter head **MUST BE** connected with a USB cable to the tester.

### WARNING

The Bluetooth function of the scan tool **MUST BE PHYSICALLY SWITCHED OFF** prior to performing this update. <See pictures>

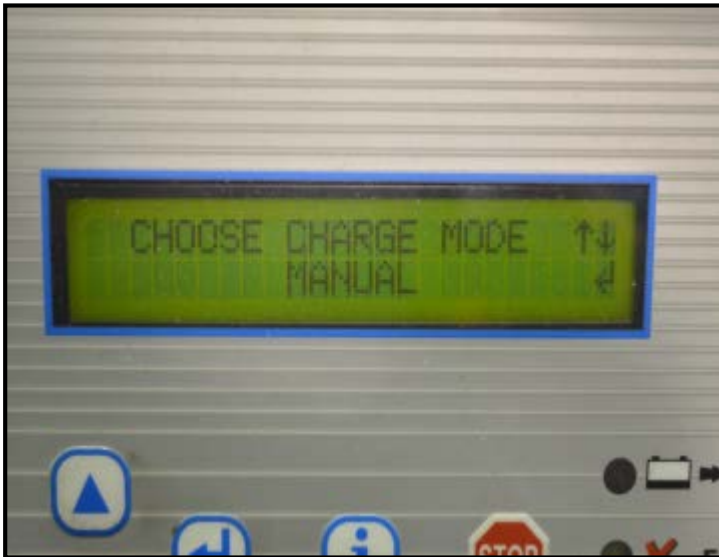


### Prerequisites for SVM software update

1. Ensure the customer's vehicle condition matches the conditions stated in the Campaign Circular.
2. Ensure the user has a valid GeKo ID and password.
3. Only perform operations explicitly stated in the Campaign Circular.
4. Ensure that the following tester requirements are met:
  - Off-board Diagnostic Information System Service (ODIS) is installed and up to date.
  - VAS tester is plugged into a 120V AC power supply at all times.
  - The VAS tester is connected, via wired connection, to the internet.
  - The VAS tester is connected via USB cable to the VAS5054A Bluetooth head **PRIOR** to launching the ODIS program.

#### CAUTION

Prior to launching the ODIS application and starting the control module update process, confirm the tester screensaver and power settings are in accordance with Special Tools and Equipment - Service Information Document # VSE-08-18. Failure to do so may result in the tester entering power save mode during data transfer and subsequent control module failure. When performing a flash procedure using a VAS tester in conjunction with a VAS 5054A wireless transmitter head, please connect a USB cable between the transmitter head and the tester. Failure to do so may lead to errors during the flash procedure and may damage control modules.



- ⇐ Install the inCharge 940 battery tester onto the vehicle, switch the tester on, then select the “manual” option <as shown>.
- Follow the on screen prompts to charge the battery during the SVM procedure.

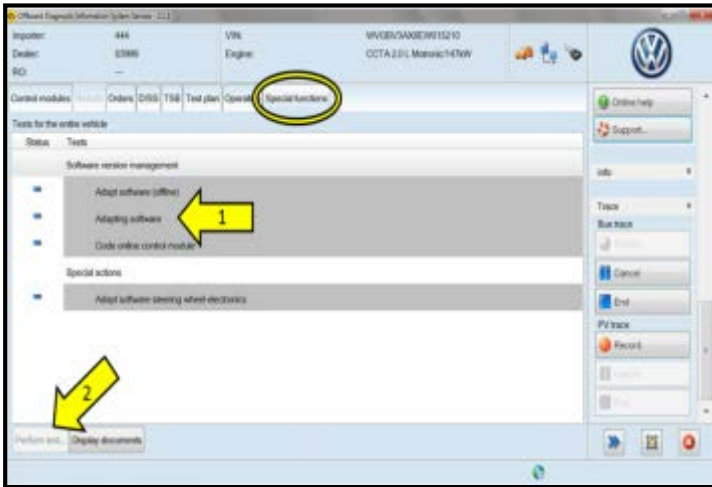


- Switch the ignition on.
- Apply the parking brake.
- Switch the headlights off.
- Attach an appropriate VAS tester to the vehicle.
- Start the ODIS program.
- ⇐ Upon ODIS startup, verify the “Diagnosis” operating mode is selected <as shown>.

- Using ODIS, perform a Guided Fault Finding scan of the vehicle.

**NOTE**

If GFF does not interrogate all control modules, manually select and interrogate remaining modules before proceeding. Address or record all DTCs related to a customer concern before continuing. Sporadic communication DTCs will be created during the flash procedure and must be erased with all other sporadic DTCs by GFF after exiting the flash test plan.

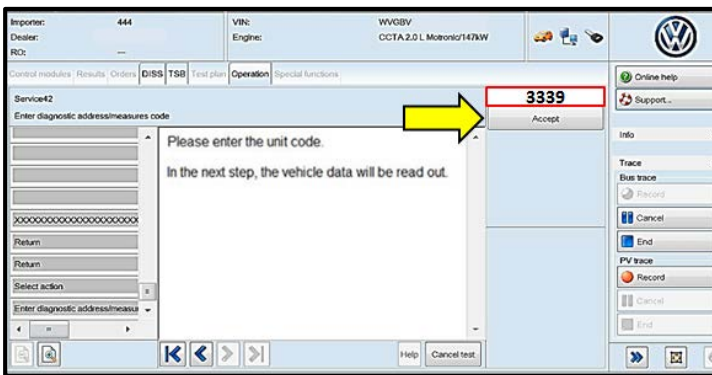


← Once the GFF scan is complete, select “Special functions” <circle>, then “Adapting Software” <arrow 1>, then select “Perform test” <arrow 2>.



← Select the appropriate option to update “through measures code” <arrow>.

**NOTE**  
Read this screen carefully. The option to update software through measures code is **NOT** always selection #1 on this screen.

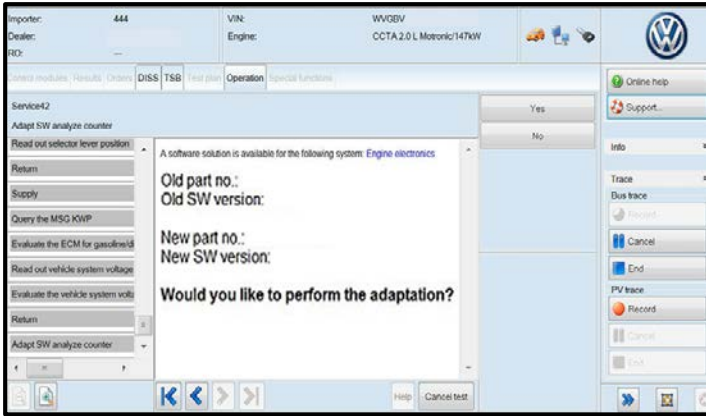


← Enter “3339” <as shown>.

← Select “Accept” <arrow>.

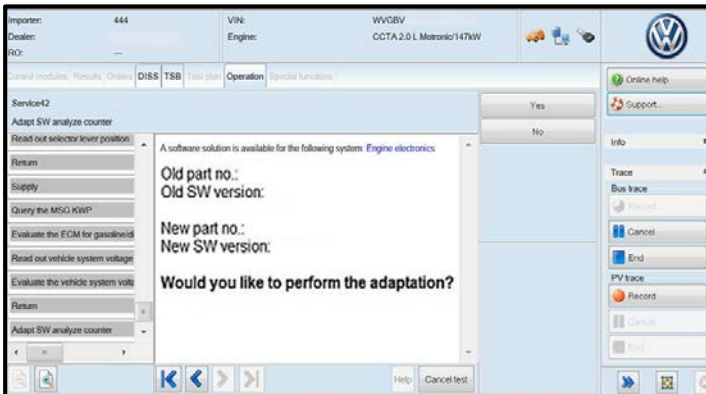
## Software Change Table

Model Year	Transmission	Original ECM		New ECM	
		Part Number	Software	Part Number	Software (or higher)
2014	Manual	03L 906 019 JS	All	03L 906 019 JS	8183
	Auto	03L 906 019 JT	All	03L 906 019 JT	8184
	Manual	03L 906 019 KA	All	03L 906 019 KA	8185
	Auto	03L 906 019 KB	All	03L 906 019 KB	8186
	Manual	03L 906 019 KD	All	03L 906 019 KD	8182
	Auto	03L 906 019 KC	All	03L 906 019 KC	8181
2013	Manual	03L 906 019 HE	All	03L 906 019 HE	8174
	Auto	03L 906 019 HD	All	03L 906 019 HD	8175
	Manual	03L 906 019 HB	All	03L 906 019 HB	8169
	Auto	03L 906 019 HC	All	03L 906 019 HC	8170
	Manual	03L 906 019 AN	All	03L 906 019 AN	8171
	Auto	03L 906 019 AP	All	03L 906 019 AP	8172
2012	Manual	03L 906 019 EE	All	03L 906 019 EE	8177
	Auto	03L 906 019 EF	All	03L 906 019 HG	8178
		03L 906 019 HG			
	Manual	03L 906 019 EH	All	03L 906 019 EH	8179
	Auto	03L 906 019 HH 03L 906 019 EG	All	03L 906 019 HH	8180
2011	Manual	03L 906 022 KB	All	03L 906 022 KB	9971
	Auto	03L 906 022 PB	All	03L 906 022 PB	9971
	Auto	03L 906 019 DB	All	03L 906 019 DB	9971
	Manual	03L 906 019 DA	All	03L 906 019 DA	9971
2010	Auto	03L 906 019 CM	All	03L 906 019 CM	9971
		03L 906 022 TT			
	Manual	03L 906 019 CL	All	03L 906 019 CL	9971
		03L 906 022 TS			



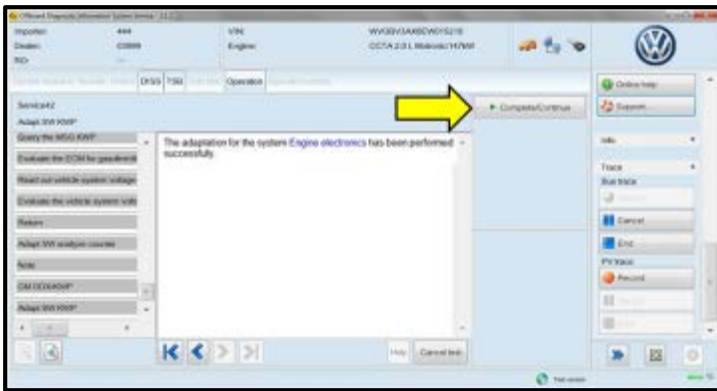
⇐ Compare the old and new part number and software version.

⇐ If the old and new software versions displayed are the same. **Work Complete, proceed to Section C**



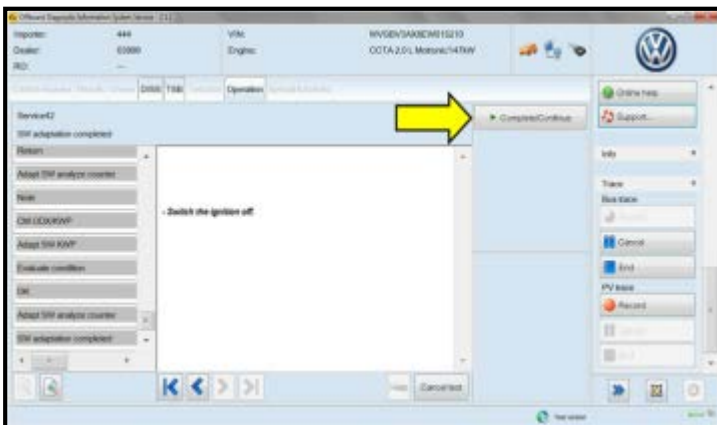
⇐ If the old and new software versions displayed are different, Select "Yes" and follow the on-screen prompts to complete the test plan.

- Reference the ECM Software Change Table above for affected ECMs.

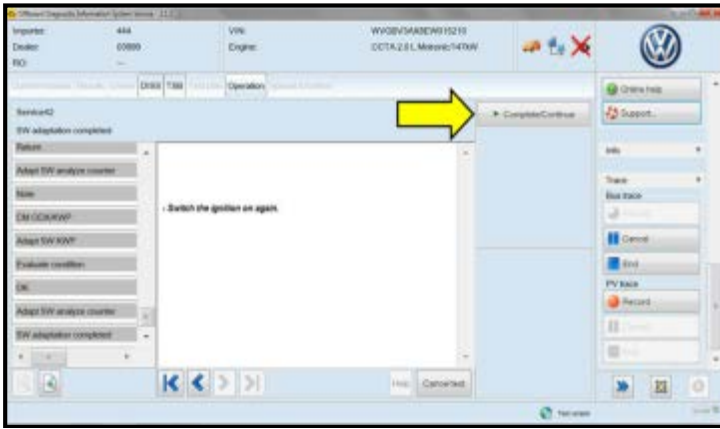


⇐ When the SVM update is complete a confirmation message is displayed <as shown>.

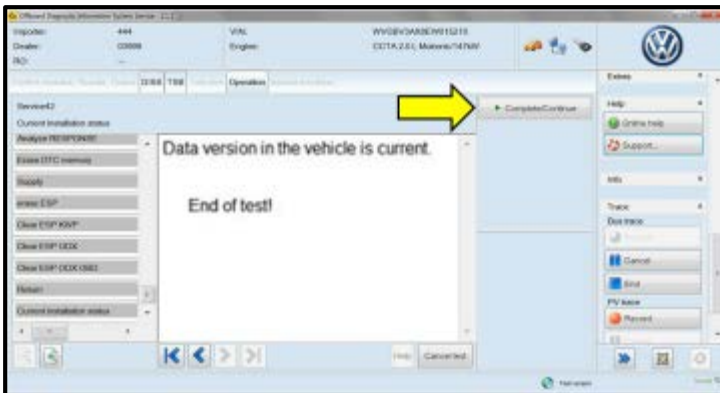
⇐ Select "Complete/Continue" <arrow>.



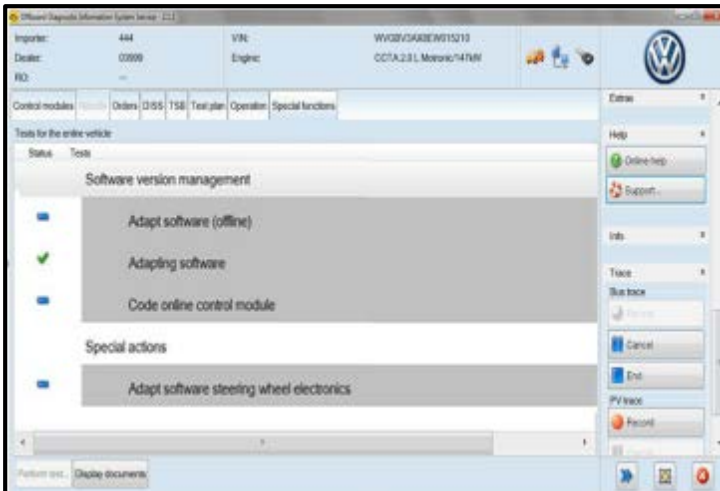
⇐ Switch the ignition off, then select "Complete/Continue" <arrow>.



⇐ Switch the ignition on, then select “Complete/Continue” <arrow>.



⇐ Select “Complete/Continue” <arrow>.



- The green check mark indicates the test plan was successfully carried out.

- Release the parking brake.
- Disconnect the VAS tester.
- Switch off and disconnect the inCharge 940.
- Reinstall the battery cover.
- Close the hood.

### Work Complete – Proceed to Section C

## Section C – Campaign Completion Label

### Install Campaign Completion Label

- Open the hood.
- Fill out and affix Campaign Completion label, part number CAMP 010 000, next to the vehicle emission control information label



#### TIP

Ensure Campaign Completion label does not cover any existing label(s)

- Close the hood.

## California Only – Continue to Section D

### Section D – CALIFORNIA ONLY Requirements for Emissions Campaigns Having Customer Notification

The California Air Resources Board and the Department of Motor Vehicles (DMV) require emissions-related campaigns to be completed prior to vehicle registration renewal. **When campaign work is done you must provide the owner with a signed “Vehicle Emission Recall – Proof of Correction” certificate (RC EMIS\_CAL VW).** Certificates can be ordered at no cost can be ordered at no cost online via the Compliance Label Ordering portal at [www.vwhub.com](http://www.vwhub.com).



#### TIP

Ensure owners are aware of the importance of retaining the completed certificate for their records. It should be mailed to the California DMV only upon request.

**ALL WORK IS COMPLETE**



Das Auto.

## Frequently Asked Questions (FAQ) Emissions Service Action 2306

### SUMMARY

**Campaign Code:** 2306

**Affected Vehicles:** Certain 2010-2014 Volkswagen vehicles equipped with a 2.0L TDI® Clean Diesel Engine

**Problem Description:** The vehicle's engine management software has been improved to assure the vehicle's tailpipe emissions are optimized and operating efficiently. Under certain operating conditions, the earlier strategy may have increased the chance of the vehicle's MIL light illuminating. If the MIL illuminates for any reason, the vehicle will not pass an IM emissions inspection in some regions.

**Corrective Action:** Install updated ECM software.

### What is the parts allocation plan for this action?

This is a software update only; no parts are required.

### Will the software update result in a noticeable change in the vehicle's performance?

No.

### Can the software update be reversed if a customer is not happy with how the vehicle operates after this campaign has been performed?

No. The software update cannot be reversed.

### Is a loaner vehicle being covered under this action?

No. A loaner vehicle is not being covered under this action.

### Is towing being covered under this action?

No. Towing is not covered under this action.

### What should dealers do if they have any affected vehicles in inventory?

Dealers can use their most current VIM report to identify any affected vehicles that may be in their inventory. In the interest of customer satisfaction, affected vehicles should be kept in a secure area where they cannot be made available for sale, lease, trade or demo use until this repair has been performed.

### Who should dealers contact if they have additional questions?

Dealers with additional questions about this or any other campaign should contact Warranty. Press inquiries should be directed to Volkswagen Public Relations.

#### IMPORTANT!

This FAQ is intended to provide supplementary information regarding this action. For additional information, please refer to the campaign circular posted on ElsaWeb and ServiceNet. To ensure that ALL of your personnel are aware of this action before receiving questions from any customer, please share this information with ALL personnel who have campaign-related responsibilities, including service writers, technicians, parts employees, warranty administrators, etc.