



CAMPAIGN PARTS BULLETIN – FOR IMMEDIATE DISTRIBUTION

DATE	August 10, 2020
TO	Dealer Principal, Sales Manager, Service Manager, Parts Manager, Warranty Administrator
CAMPAIGN	Recall Reminder Part Labels
MARKET(S)	United States
PARTS INFORMATION	<p>Volkswagen Group Customer Protection is implementing “piggy back” labels to apply to parts purchased by Independent Repair Facilities (IRF) or D-I-Y customers. These labels provide an important reminder to take action, check for open safety recalls, and schedule service at your dealer.</p> <p>“Piggy back” style labels include a secondary layer which will allow an IRF to attach a secondary label to the RO for their Volkswagen customers.</p> <div data-bbox="834 980 1344 1234" data-label="Image"></div> <p>Application:</p> <ul style="list-style-type: none">• Place labels on parts for IRF or D-I-Y customers.• Labels must not cover bar codes and other important messaging already detailed on parts or part packaging. <p>Benefits:</p> <ul style="list-style-type: none">• When used consistently, can help <u>drive customers to your dealership for recall work increasing service and parts revenue.</u>• Increases recall awareness and completion rates.• Helps locate hard to reach customers impacted by safety recalls such as the Takata Airbag Recall.• Builds trust and promotes customer safety. <p>Allocation:</p> <ul style="list-style-type: none">• Initial allocation will be received week of August 10th and includes a bundle of 50 labels free of charge.• Labels are available for reorder in packs of 50 from the Compliance Label Ordering Portal on vwhub.com.<ul style="list-style-type: none">○ Part ID - VWWHPRTLBL_PKG

IMPORTANT REMINDER ON VEHICLES AFFECTED BY SAFETY & COMPLIANCE RECALLS

New Vehicles in Dealer Inventory: It is a violation of Federal law for a dealer to deliver a new motor vehicle or any new or used item of motor vehicle equipment (including a tire) covered by this notification under a sale or lease until the defect or noncompliance is remedied. 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.

Pre-Owned Vehicles in Dealer Inventory: Dealers should not deliver any pre-owned vehicles in their inventory which are involved in a safety or compliance recall until the defect has been remedied.

IMPORTANT! 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. See the campaign circular on Elsa for the most current repair information. Refer to the campaign circular for complete repair and claiming instructions.