

VWoA Compliance

From: Audi Communications <audicomms@audi.com>
Sent: Tuesday, March 29, 2022 9:03 AM
To: VWoA Compliance
Subject: Dealer Communication: Second Key Fob Scheduling Inquiries - 57i3 Service Action



Dealer Communication

To: DP, GM, Service, Sales, Parts, Warranty, CPO
From: Audi Operations

Second Key Fob Scheduling Inquiries - 57i3 Service Action

In order to ensure that we are communicating consistently across our network regarding customer requests to schedule an appointment for **57i3**, Second Transmitter (Key Fob) Service Action, please see below.

The following information outlines best practices regarding customers calling or contacting your dealership for appointments whether or not they have received a mailing. Consistent communication across all channels is our top priority.

If a customer contacts your dealership regarding campaign 57i3, best practices include:

1. Check the vehicle delivery date in ElsaPro
2. Based on the vehicle delivery month, the expected customer mailing month is outlined in the schedule below:

Vehicle delivered:	Month of mailing (2022):
March – September 2021	March
October 2021	April
November 2021	May
December 2021	June
January 2022	July
All remaining 2022	August

3. Advise customer of the following:
 - *“Customer mailings based on the schedule above have been initiated and next steps for receiving a second key have begun. Mailings will be sent out monthly in order of the vehicle delivery month. Based on the delivery date of your vehicle, **MM/DD/YYYY** you should expect to receive a letter with next steps in **MM** this year.”*
4. If the customer has any concerns regarding the time frame for their key being available, advise the customer:
 - *“We appreciate the frustration that you have experienced waiting for your second key. Getting these keys in the hands of our customers is a high priority. We have put this mailing schedule in place in order to ensure that our supply remains consistent and that we can satisfy all of our*

customers' needs. Our ability to program the keys to your vehicle is also limited, though we are working as quickly as possible."

Note: For high priority situations only, please accommodate an appointment and order the transmitter using the outlined ordering processes.

For more dealer communications, visit the [Communications](#) page on iAudi.

Audi of America | 2200 Woodland Pointe Ave, Herndon, VA 20171

[Unsubscribe compliance@vw.com](mailto:Unsubscribe.compliance@vw.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by audicomms@audi.com