



VWoA Compliance

From: Audi Communications <aftersalescommunications@audi.com>
Sent: Wednesday, May 25, 2022 6:30 AM
To: VWoA Compliance
Subject: [From: External] After Sales Service + Parts Newsletter

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CW21 May 2022

After Sales Newsletter



Audi Service Customer Experience

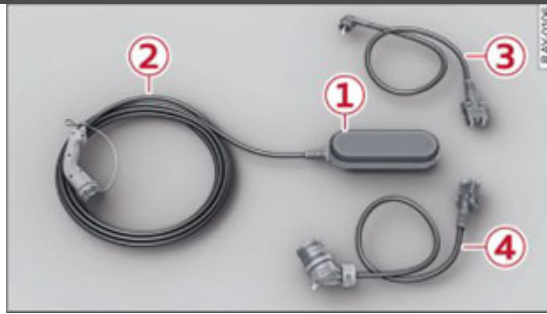
93K8 Portable Charging Unit Default Setting and Cable

Campaigns can always be a difficult topic to manage with our customers, and 93K8 is no exception considering that we are asking for additional participation and preparation on their part to complete this service. It doesn't have to be challenging – **communication is key!**

Customer letters for this campaign request that customers bring the following items that are required in order for the campaign to be completed:

1. The control unit
2. The vehicle cable with vehicle charging connector
3. The power cable with power plug for household sockets, and
4. The power cable with plug for 220/240V industrial sockets

An image of the parts needed at time of service is included in e-tron owners' manuals should a customer need a visual aid to ensure that the correct parts are brought to their appointment:



Dealers enrolled with Xtime for Online Scheduling – you may observe the following best practices:

1. Add a 2- to 3- day lead time for this campaign to allow for customer follow-up after scheduling
2. Ensure that you have a recipient(s) added for this campaign in order to follow up by phone/text and reiterate preparation steps for this campaign

All others – best practices include:

1. Remind customers of the equipment needed when scheduling appointments for 93K8
2. For mobile service appointments, please remind the customer to have these parts with their vehicle at the time of service.

Thank you for ensuring that our customers receive a seamless experience both in-store and via mobile service to support our customers' satisfaction with your dealers' service!

Robert Lecznar, Sr. Director, Audi After Sales
Bonnie Lawrence, Director, Audi After Sales Operations

Audi After Sales

Q2 Parts & Service Managers Virtual Meeting

Parts & Service Managers:

Please join us Friday, June 3rd from 1:00pm-2:00pm EST for a live presentation as we discuss topics including:

- 2022 After Sales Strategy
- YTD Results
- Q3/Q4 Outlook
- Strategic Programs

Bring your questions, as we will have a live Q&A following the presentation.

To access the meeting on June 3rd [click here](#)

2022 Audi Twin Cup

National Finals

We would like to extend a big congratulations to our 30 participants who competed in the 2022 Twin Cup National Finals in Fort Lauderdale, FL last week. We witnessed exceptional competition and team work during a challenging series of exams that consisted of three individual skills tests, one online knowledge test, and three team tests.

Please join us in congratulating our first place Team Award Winners who had the highest score of all three team tests.

Team: Two Good
(pictured left to right)

Mathew Reid – Audi Minneapolis
Ben Cover – Audi Carlsbad
Jose Magana – Audi Fletcher Jones
Alli Mattison – Audi Charleston
Kevin Lynch – Audi Bridgewater



We are proud to announce our six National Final Winners who will be representing Team USA on the World Stage in Munich this July.



Technicians

1st Place: Chris Burton – Hoffman Audi
2nd Place: Kevin Lynch – Audi Bridgewater
3rd Place: Ken Bilkie – Audi Fort Collins

Service Advisors

1st Place: Andrew Fier – Audi Indianapolis
2nd Place: Brian Krause – Audi Allentown
3rd Place: Jose Magana – Audi Fletcher Jones



1st Place Winners
(from left to right)
Chris Burton & Andrew Fier



2nd Place Winners
(from left to right)
Kevin Lynch & Brian Krause



3rd Place Winners
(from left to right)
Ken Bilkie & Jose Magana

We are exceptionally proud of all our participants and would like to thank them, their guests, and all involved in the 2022 Twin Cup National Finals for their hard work and dedication.

We are excited to see who will be joining us next year at the 2023 Twin Cup National Finals and wish you all the best of luck. Look for additional 2023 Twin Cup program details coming this summer.

To read an overview of the program, please click [here](#) to access the program brochure. The annual Twin Cup Challenge is an opportunity for Audi Technicians, Shop Foremen and Service Advisors to put their skills on display and engage in friendly competition with their peers from across the country. After two preliminary rounds, finalists advance to a hands on/practical Finals to determine our National Champions who will compete in the Twin Cup World Championship in Europe. Please contact Mollie Hughes with any questions at mollie.hughes@audi.com.

Elsa2Go

Universal Pricing Guide

Maintenance Information at Your Fingertips

Quick and easy access to VIN specific factory recommended maintenance
UPG provides accurate maintenance quotes for customers on the service drive or via phone

UPG Features & Benefits

- **Easy UPG Admin Setup**
 - Customize pricing to your dealer
 - Menu Price packages
 - Bulk edit parts and labor ops
 - Create your own packages
- **Additional Services section**
 - Add additional maintenance related items to quote, if needed
- **CDK and Dealertrack DMS integration**
 - View or search for appointments
 - View all appointment line items
 - Submit updated appointment details to DMS
 - Shopping Cart layout consistent with Print/Email quotes
 - Pull in labor rates and parts pricing from DMS
 - Push quotes to DMS
- **VIN specific factory recommended maintenance**
- **Customer get accurate quotes/consistent pricing/transparency**
- **Elsa maintenance labor operations**
 - Used for consistency across dealers
- **Parts pricing is MSRP**
 - Pulled directly from the monthly parts price tape
- **Customized pricing capability**
- **Email/Print quote functions**



Accessing UPG

UPG Role Assignment

- Prior to accessing UPG, please ensure your IT Admin has assigned each UPG user the appropriate UPG Role(s). Click [here](#) for instructions.
- **Note:** Service Managers must complete the required setup in UPG Admin, prior to advisors using the tool.

UPG Access and Login

After the UPG role(s) are assigned:

- Login using your existing iAudi ID and PW
- UPG is accessible from Elsa2Go
- UPG standalone version is accessible via iAudi under App Links> Service> UPG (Universal Pricing Guide)
- UPG Admin is accessible via iAudi under App Links> Service> UPG Admin link



Reference Materials

Refer to the Elsa2Go Help section for access to additional UPG reference materials.

[UPG Frequently Asked Questions](#)

[UPG Admin Features Guide](#)

[UPG App Features Guide](#)

If you have any questions, please contact us at Elsa2Go@vw.com.

Audi Service Programs

Batteries and Modules Recycling Support – Expires 6/30/2022

PROGRAM EXPIRATION EXTENDED

To support Audi dealer partners, a no-cost service has been established for the transportation and recycling of **12V and 48V mHEV lithium batteries** as well as **Electric Vehicle (EV) and Plug-in Hybrid Electric (PHEV) lithium-ion batteries and modules** replaced under warranty. Audi has partnered with Kinsbursky Brothers Intl. (KBI) to provide this temporary service until VWGoA launches a national recycling program in 2022.

To use this service please follow the steps below:

1. Complete the form "[EV or PHEV Battery Module Recycling Request Form](#)". One per battery/module.
2. Use form "[Lithium-ion Battery Evaluation for Ground Transportation](#)" to perform and document the battery/module assessment. Ensure you retain a copy of this document. One per battery/module.
3. Send an email to KBI at audi-support@xevstrategies.com including the "EV or PHEV Battery Module Recycling Request Form" and the "Lithium-ion Battery Evaluation for Ground Transportation" form. Email Subject Line: Audi Recycling Request, (Dealer code), (VIN).
4. KBI will contact the requestor specified in the form to make the necessary arrangements and notify requestor if additional information is needed.

Notes:

- **Only the following part numbers are covered under the 12V and 48V mHEV lithium battery program: 4N0915105B, 4N0915105D, 4M0915105B**
- This no-cost service to dealers is only applicable to EV and PHEV lithium-ion batteries and modules replaced under warranty.
- No reimbursement to already recycled batteries or modules. This service only covers modules or batteries currently at the dealer.

The "EV or PHEV Battery Module Recycling Request Form" and "Lithium-ion Battery Evaluation for Ground Transportation" form can also be found on ServiceNet under the Electric/PHEV Vehicles tab, [here](#).

If you have any questions, please contact KBI at 800-502-9258.

Please stay tuned for more information about the national recycling program coming in 2022.

Audi Genuine Parts

Build-to-Order Wheel Packages: Current Offers



Build-to-Order Wheel Packages: In stock and ready to order

The Audi Tire Center is pleased to offer Build-to-Order Wheel Packages that feature a variety of assemblies for select Audi models. Build-to-Order Wheel Packages are customizable and can be fitted with all-season, summer, or winter tires so you can meet your customers' wheel and tire needs, no matter the season.

Build-to-Order Wheel Packages also offer these additional benefits:

- Increased unit sales and revenue
- Upgraded accessory appearance for customers without a trim upgrade
- Wide variety of competitively priced tire options
- Exclusive OE wheels

Build-to-Order Wheel Packages are currently available for the Audi Q3, Q5, and Q7. Package availability for additional vehicle models is coming soon; check Audi Tire Center through AccessAudi.com regularly for updates.



Build-to-Order Purchase Incentive

For every set of four Build-to-Order Wheel Packages purchased April 1-June 30, 2022, Parts Managers can earn tokens to use toward prizes valued up to \$150. Tokens can be used on the incentive rewards platform for prizes such as gift cards, electronics products, and more. Packages must ship by June 30, 2022 to be eligible.

[Download the Build-to-Order Wheel Packages Sell Sheet \(Consumer Facing\)](#)
[Download the Incentive Overview](#)
[View the Eligible Packages List](#)

Please note: Firefox web browsers may prohibit the successful download of documents. Please attempt on another browser, or contact Audi Tire Center Program

Headquarters for assistance.

Ready to roll? Build-to-Order Wheel Packages are ready to order today. Refer to the linked Build-to-Order Wheel Packages Sell Sheet for current inventory and pricing and for step-by-step directions to guide you through the ordering process.

For more information, please reach out to your account manager, visit the Help section on Audi Tire Center through AccessAudi.com, or contact Audi Tire Center Program Headquarters at 866.4TR.AUDI.

Audi collection

New Arrivals



Have more in store for spring.

Give your customers the chance to enhance their spring travels with a selection of new lifestyle merchandise. Stock up on a fresher-than-ever selection of hoodies, hats, tees, and other fashion-forward apparel. Shop our new arrivals today!

[Shop Now](#)



Orders over \$400 receive complimentary shipping*

Dealer Personalized Teamwear Collection

Find the perfect blend of comfort and sophistication with the new Audi collection Dealership Teamwear Collection. These pieces are great for your entire dealership: sales team, porters, drivers, technicians, parts and service consultants, and outside sales reps. This collection features a "Good/Better/Best" apparel assortment as well as dealer personalized hats perfect for events and customer giveaways.

Order by Friday, May 27th.

[Order Online](#)

STAY CONNECTED



[Unsubscribe compliance@vw.com](mailto:Unsubscribe.compliance@vw.com)
[Update Profile](#) | [Constant Contact Data Notice](#)
Sent by aftersalescommunications@audi.com