



VWoA Compliance

From: Audi Communications <aftersalescommunications@audi.com>
Sent: Wednesday, June 29, 2022 6:30 AM
To: VWoA Compliance
Subject: [From: External] After Sales Service + Parts Newsletter

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

CW26 June 2022


After Sales Newsletter



Audi Service Customer Experience

91CD Motion for Audi Connect Customer Onboarding

In order to boost customer satisfaction related to the 3G turndown, we introduced our connected services solution, Motion for Audi Connect, in January 2022. Dealers have been receiving affected customers and their Segment 2 vehicles to complete the associated campaign since that time. Many of these customers are not yet in dealership systems, which provides a unique opportunity to gain loyal customers to your service department!



There are two critical steps toward ensuring that this campaign is fully completed and that the customer has the ability to utilize their updated services through Motion for Audi Connect:

1. Completion of the update/installation steps for eligible vehicles outlined in the 91CD circular and
2. Activation of the Motion for Audi Connect App on affected customers' mobile devices.

A customer-facing feature and procedure video has been published on the Motion for Audi Connect website, which allows customers to anticipate what will be accomplished during their service visit for 91CD.

All Service personnel should familiarize themselves with this video to ensure successful completion of this campaign (including App activation) and support our customers' satisfaction with this process prior to conclusion of their 91CD service.

To view the newly published video, please visit motionforaudiconnect.com/getstarted or click [here](#).

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

Elsa2Go

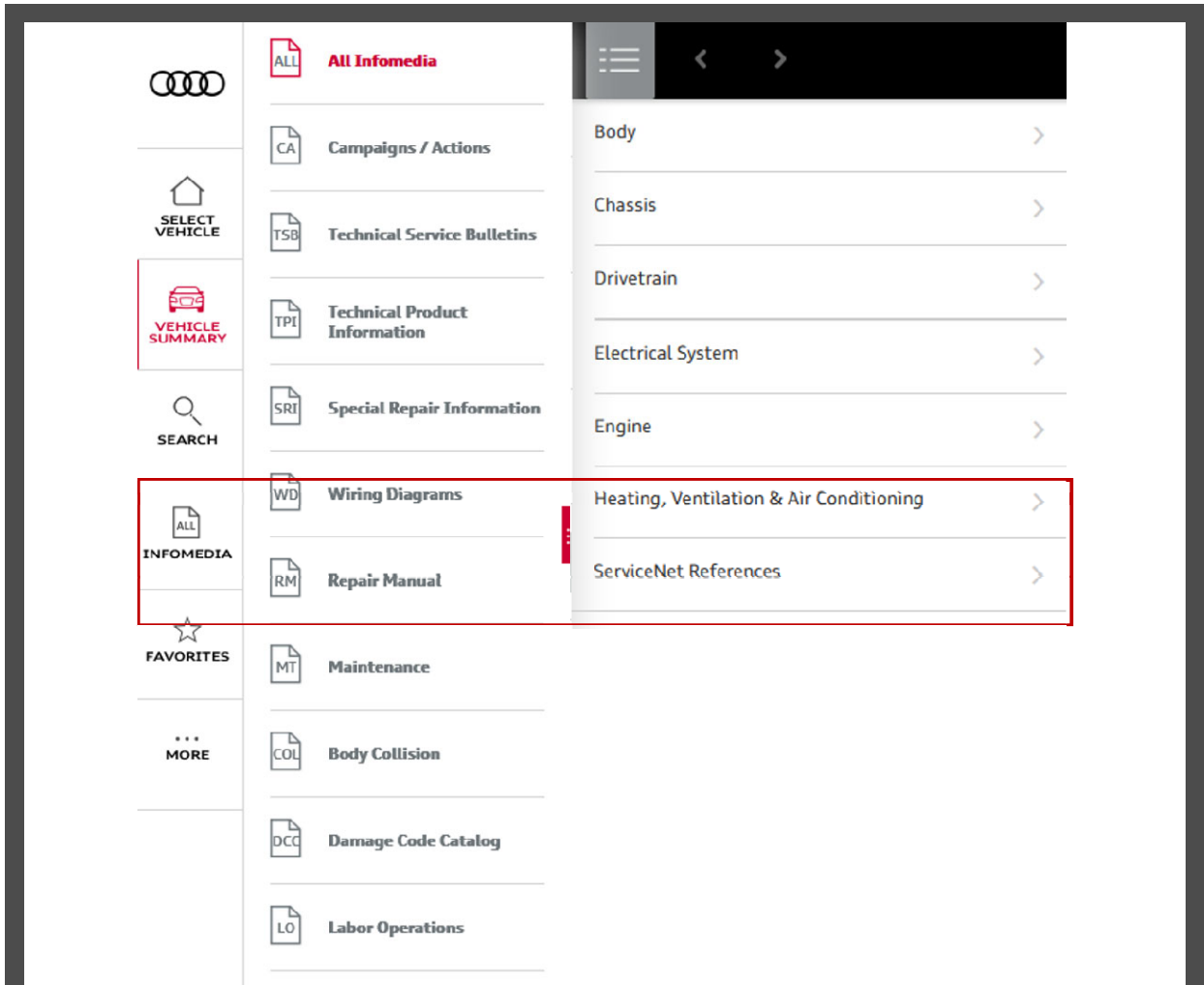
Maintenance Cards Available Now!

As part of the ongoing effort to centralize service information, all Maintenance Schedules, Fluid Capacity Charts and Normal Load Condition Tire Pressure charts have been migrated from ServiceNet to Elsa2Go. Additionally, the maintenance schedules are available in UPG with the ability to print the maintenance card or individual maintenance interval.

Below is an overview of how to access the information from Elsa2Go and UPG.

Elsa2Go

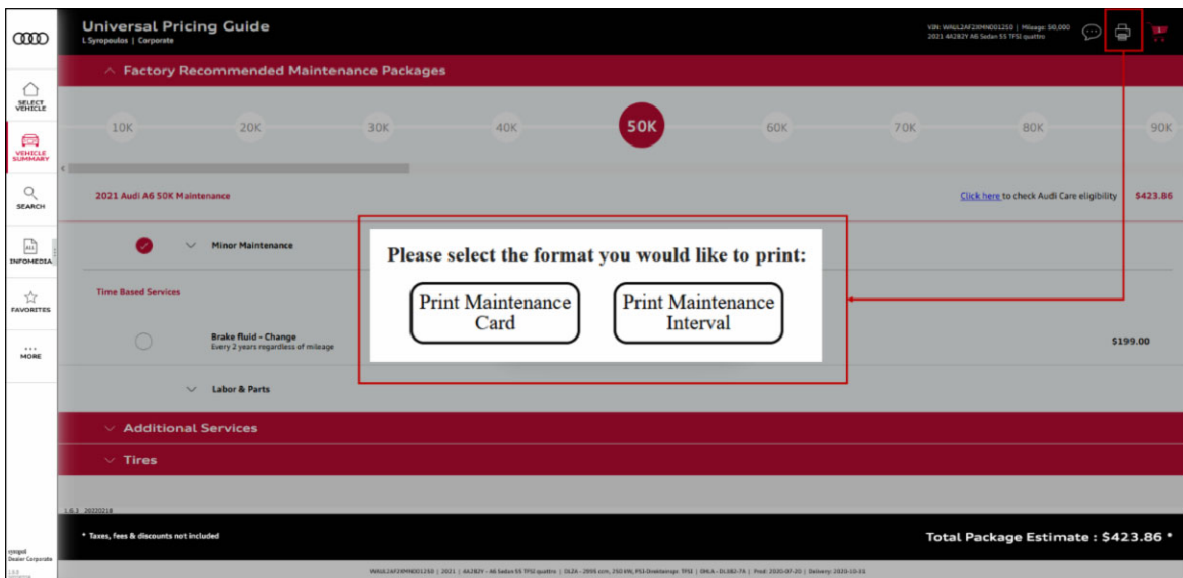
1. Enter VIN **or** build a vehicle
2. Select the Infomedia icon
3. Select Repair Manual
4. Select ServiceNet References



Universal Pricing Guide

From the Factory Recommended Maintenance section:

1. Select the Print icon
2. Select to print the maintenance card or maintenance interval



For any questions, please contact us at Elsa2Go@vw.com.

Audi Accessories

Q3 Hitch and Attachments Incentive

For a limited time, Parts Managers are able to receive a payout on purchases of select hitches and lifestyle attachments: Parts Managers will receive \$50 for each eligible hitch part number purchased and \$15 for each eligible attachment part number purchased.

Duration: July 1 to August 31

[Full Program Details](#)



4th of July eCommerce Promotion

Audi of America is pleased to offer complimentary shipping (up to \$200) with a minimum purchase of \$200 using code AUDISUMMER22 and a 10% discount for selected Audi Genuine Accessories part numbers from 07.01.22 through 07.05.22 on dealer Virtual Counter sites (parts.audiusa.com).

Duration: July 1 to July 5

[Full Program Details](#)

Thule Price Adjustment

Thule has advised that it will implement a price adjustment from July 2022. Consequently, we write to inform you that there will be a price increase across all Thule products currently sold in the Audi accessories portfolio.

This increase will come into effect from July 1st and MSRPs will be adjusted to the values shown in the following table:

Part #	Item name	MSRP from July 1st
ZAW 069 616 DSP	FOOTHILL	\$2199.95
ZAW 071 105 AA DSP	T2 PRO XTR 2"	\$899.95
ZAW 071 105 AB DSP	T2 PRO XTR 1.25"	\$899.95
ZAW 071 105 J DSP	EASYFOLD XT RAMP	\$89.95
ZAW 071 105 K DSP	PRORIDE XT	\$309.90
ZAW 071 105 L DSP	EASYFOLD XT 2	\$999.95
ZAW 071 105 M DSP	HELIUM PRO 2-BIKE	\$519.95
ZAW 071 105 N DSP	APEX XT 4-BIKE	\$479.95
ZAW 071 127 A DSP	HULL-A-PORT AERO	\$349.95
ZAW 071 127 B DSP	JAWGRIP	\$99.95
ZAW 071 778 C DSP	OUTLAND 6.2'	\$799.95
ZAW071105FDSP	T2 PRO XT 2-BIKE EXT	\$549.95
ZAW071120BDSP	THULE SUP TAXI XT	\$349.95
ZAW071126DSP	AUDI A7 ROOF RACK KIT	\$769.80
ZAW071129	TRAM SKI CARRIER 9033	\$379.95
ZAW071130ADSP	THULE CANYON BASKET CARRIER	\$499.95
ZAW071200DSP	TRANSPORTER COMBI	\$899.95

Thule MAP Holiday

AoA would like to make you aware of Thule's upcoming MAP promotion, during which dealers have the option to temporarily reduce their advertised MSRP to levels that are equal to or greater than those specified on Thule's Promotional Price list (see [below](#)). Please note that due to the upcoming July 1st price increases, AoA is not planning to change the prices advertised on the Virtual Counter or the SimplePart website for this short time period. Nevertheless, participating dealers may pursue this promotion in-store.

Duration: June 24 to July 4

Audi Part #	Item Name	MAP Holiday MSRP (6/24/22-7/4/22)
ZAW 069 616 DSP	FOOTHILL	\$ 1,698.95
ZAW 071 105 AA DSP	T2 PRO XTR 2"	\$ 638.95
ZAW 071 105 AB DSP	T2 PRO XTR 1.25"	\$ 638.95
ZAW 071 105 J DSP	EASYFOLD XT RAMP	\$ 62.95
ZAW 071 105 K DSP	PRORIDE XT	\$ 221.90
ZAW 071 105 L DSP	EASYFOLD XT 2	\$ 718.95
ZAW 071 105 M DSP	HELIUM PRO 2-BIKE	\$ 382.95
ZAW 071 105 N DSP	APEX XT 4-BIKE	\$ 358.95
ZAW 071 127 A DSP	HULL-A-PORT AERO	\$ 222.95
ZAW 071 127 B DSP	JAWGRIP	\$ 62.95
ZAW 071 778 C DSP	OUTLAND 6.2'	\$ 593.95
ZAW071105FDSP	T2 PRO XT 2-BIKE EXT	\$ 398.95
ZAW071120BDSP	THULE SUP TAXI XT	\$ 238.95
ZAW071126DSP	AUDI A7 ROOF RACK KIT	\$ 571.80
ZAW071129	TRAM SKI CARRIER 9033	\$ 278.95
ZAW071130ADSP	THULE CANYON BASKET CARRIER	\$ 318.95
ZAW071200DSP	TRANSPORTER COMBI	\$ 638.95

Audi Parts

Build-to-Order Wheel & Tire Sales Challenge



From June 15–September 14, 2022, Service Consultants, Service Managers, Audi Brand Specialists, F&I Managers, Parts Managers, Parts Consultants, CPO Managers, Used Car Managers, New Car Managers and other eligible participants can earn rewards in the Build-to-Order Wheel & Tire Sales Challenge.

For every qualifying Build-to-Order wheel and tire package (set of four) sold and claimed, participants will earn \$150 in Service Perks™ rewards. Q3/Q5/Q7 summer, all-season, and winter packages are eligible for this incentive.

Sales Challenge Overview Eligible Packages List*

**Pricing is subject to change, please visit Audi Tire Center website for latest pricing and updates Sell Sheets (Featured Announcements)*

Additional benefits:



Increased unit sales and revenue that count toward parts objectives



Upgraded accessory appearance for customers without a trim upgrade



Wide variety of competitively priced tire options



Selection of exclusive OE wheels in stock

Audi Product Support

New Program Announcement: Audi Vin-4-Pin

We are pleased to release a new program called Vin-4-Pin. This program allows technicians to report on specific topics listed on ServiceNet via TAC web tickets. This program will award technicians a 10 dollar bonus per case reported.

By choosing to report cases on these topics, your findings are used in the fault solving process and ultimately lead to product improvements!

- Cases are easily reported using TAC web tickets
- Current topics can be found on ServiceNet under technician references>>Vin-4-Pin

For more details please see TSB 2066297

Audi collection



Now is the time to place your order for 2023 calendars. Custom calendars are a great way to promote the Audi brand and your dealership. This year we're excited to offer a new theme for our wall calendar: Past, Present, and Beyond. This visionary calendar takes a look at where Audi has been and is going with an array of concept cars that are sure to impress your customers.

Be sure to place your order by Friday, August 5th!

[Order Online](#)
[Download Order Form](#)

STAY CONNECTED



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

Unsubscribe_compliance@vw.com

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

Sent by aftersalescommunications@audi.com