



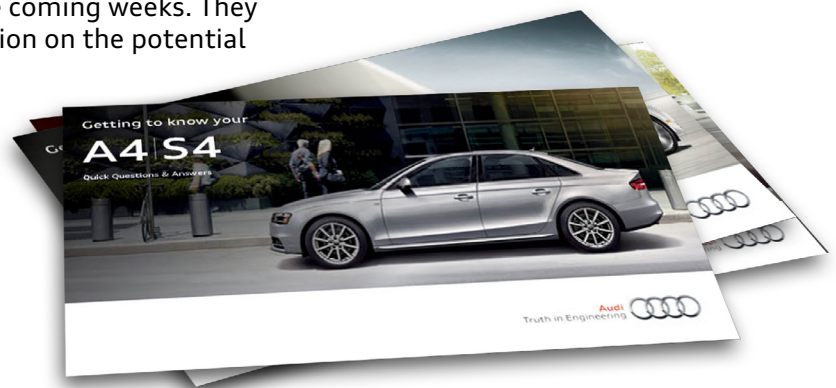
Audi On Track – IQS Newsletter

Toward a Better Understanding of Audi Models

Our customers need information about their Audi vehicles that is useful, easily accessible and easy to understand. Similarly, Audi dealership personnel need access to the same information to be able to answer customer questions and concerns accurately. In particular, knowledge about potential DTU (Difficult to Use/Understand) features is essential if we are to maintain and improve the impression of quality of the Audi brand.

To aid in your understanding of Audi features and controls, all MY 2014 Audi vehicles will be shipped to dealers with a Quick Questions & Answers Guidebook in the vehicle glove box. These booklets will be port-installed, and should begin appearing in your dealerships later this summer. Dealers and Field personnel will receive sample copies in the coming weeks. They are designed to provide quick and accurate information on the potential top DTU features, such as:

- ▶ Audi connect®
- ▶ HVAC
- ▶ Front Audio Controls
- ▶ Audi Music Interface
- ▶ Navigation
- ▶ Bluetooth™
- ▶ Setting the Clock
- ▶ Cruise Control

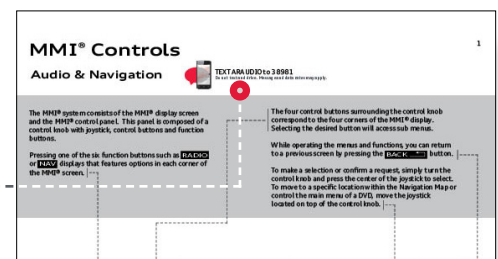


Please make a point of presenting the Guidebook to your customer during the sales presentation and place it in the Owner's Manual wallet for safekeeping and future reference.

In addition to the printed information, each Guidebook also contains Text links to access feature videos with a mobile device. You or your customers can call up these educational videos at any time to aid in understanding and use of the advanced features found on Audi models. Please take a moment to go over the Guidebook with each customer and show them the usefulness of the video links.

Need to Re-order Quick Questions & Answers Guidebooks?

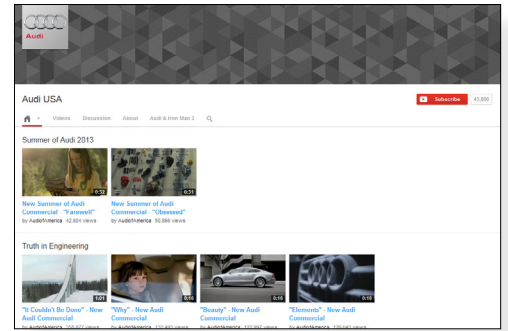
For information on how to order more copies of the Quick Questions & Answers Guidebooks, click on [this link](#). These booklets are an excellent way to help improve the understanding of Audi vehicle features. You may want to use them during a sales presentation or a service visit. Therefore, it will be advantageous to have extra copies on hand.



Audi YouTube Channel

To supplement the Guidebooks and the Text link videos, we are also providing our informative DTU videos on the Audi YouTube channel. Again, this is an excellent resource for our customers as well as our dealership teams. To access the channel:

- ▶ Go to: youtube.com/audiusa
- ▶ Click “Videos” to view thumbnails of all available videos
- ▶ Click the “Uploads” menu to select “Playlists” and access model-specific videos
- ▶ Click on the thumbnail of the Audi model you wish to view
- ▶ The playlist will have a scrollable window of all available videos for that model



Subscribe to the Audi Channel

Advise your customers that they can access these videos easily by adding the YouTube app to their smartphone. They can then subscribe to the Audi Channel:

- ▶ Search for “Audi”
- ▶ Select “Channels”
- ▶ Select the top selection (The Audi Channel)
- ▶ Click “Subscribe”

Having easy access to Audi tutorials will help improve the understanding of Audi features as well as increase the impression of Initial Quality of our vehicles. Please use these videos to help them (and you) come to a better understanding of the quality and usefulness of the advanced features found on all Audi models.



Audi IQS Newsletters and Dealer Communications

The topics for the Audi IQS Newsletters are chosen based on “Voice of the Customer” data and respond directly to top concerns of Audi owners. They are designed to help educate you and make an impact on customer satisfaction. Dealer Communications dealing with IQS topics are also distributed on occasion. You can click on the topics we have covered to date:

- ▶ **Jan:** IQS Web-Based Training & Audi Technology Customer Tutorials
- ▶ **Feb:** Audi connect® and the “rolling Wi-Fi hotspot”
- ▶ **March:** MMI® Navigation—Manual Entry and Voice Recognition
- ▶ **April:** MMI® Operation Overview—Setting Station Presets and Jukebox Operation
- ▶ **May:** HVAC Operation Overview—Cooling & Heating Quickly, Proper Operation
- ▶ **Dealer Communication 2/27:** MY13 Audi Quick Q&A Guidebooks

Resources Available

Audi Technology Defined

You can learn how to operate and demonstrate Audi vehicle features by viewing the **Audi Technology Defined** videos at <http://www.youtube.com/audiusa>

Quick Questions and Answers Guidebooks

We have developed Quick Questions and Answers Guidebooks for most MY14 Audi vehicles; A4, A5, A6, A7, A8, allroad, Q5, Q7, TT & R8. The Guidebooks will be located on the IQS Portal coming soon in August.

Audi Advantage Site: IQS Resource Tool

J.D. Power refers to IQS issues as “Difficult To Understand or Use” or DTU items. These are potential issues for our customers and are the reason for our Initial Quality training. Helping our customers understand how to best operate the features on their new Audi vehicle is the goal of this training. By assisting them, we improve our standing in Initial Quality and achieve an even higher perception of quality in the marketplace. To learn more about Audi features and how to describe them to customers, we have provided the Audi Advantage, a repository of information for your reference. To access this site:

- ▶ Type or cut and paste the URL into your browser: **<http://audi.iqsresourcetool.com>**
- ▶ This will take you to **accessaudi.com** where you will log in with your single sign-on
- ▶ Once entered, you will go directly to the IQS Resource Center

Thank you for your dedication to understanding the features on all the Audi vehicles, and for helping your customers receive the greatest enjoyment from their new Audi model.

Sincerely,



Marc Trahan
Executive Vice President
Group Quality



Jamie Dennis
Director
Product Quality & Technical Service