

VWoA Compliance

From: Volkswagen Now Dealer Communications <dealercomms@vw-now.com>
Sent: Monday, October 10, 2022 5:30 PM
To: VWoA Compliance
Subject: FIELD COPY: Preparing for Customers: MY21 ID.4 Software Update

VW Customer Experience & Digital Strategy October 10, 2022

Dealer Principal, General Manager, Parts Manager, Sales Manager, Service Manager

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Electric Vehicles

Preparing for Customers: MY21 ID.4 Software Update



Dear Dealers,

We know you have been anxiously awaiting news of the first software update for the early adopters of the Volkswagen ID.4. We are eager to deliver the first software update to these MY2021 ID.4 owners, which will introduce bug fixes and more to that population of vehicles.

Shortly we'll be advising owners of those vehicles that the first update will be available soon and that they will need to visit a dealership to receive it. You can review that customer email here:

[Customer Email](#)

Our goal is to launch a campaign before the end of this year that provides customers with a software update, a 12V battery replacement and a printed Owner's Manual replacement. This will be a great opportunity for you to engage with these customers and provide the best possible experience.

While we are not able to provide an ETA for the campaign just yet, we can tell you that we are working hard to make it happen as soon as possible. The efforts include:

- Securing sufficient stock of the 12V battery
- Printing the replacement Owner's Manual
- Preparing communications for owners to set expectations, like the one referenced above.

There are also measures you can take now to prepare for these in-person service visits:

1. Make sure you have proper tooling and meet minimum tooling requirements:
 - All requirements are outlined in the Diagnostics Tool Requirements communication published here:

[Requirements](#)

2. Do some capacity planning to ensure the best experience for your customers:
 - Look at your DMS to identify how many MY21 ID.4 EV owners you can expect to see for this service
 - Estimate how long it will take to serve all of them:
 1. We are still working on how long each update will take

2. For now, assume the MY21 ID.4 vehicles receiving the first in-dealership software update will need to stay with you for 2 days
 - Plan for the appropriate level and types of alternate transportation to maximize the customer experience
 - Open up as many appointments as possible in your online service schedulers
 - Keep in mind that ID.4 customers are more tech savvy, so double check that your team is up to speed on and ready to use service lane technology such as texting, video walkarounds and online bill paying
3. Create a strategy and resource plan to make outbound calls to schedule appointments for these customers. This will allow you to best space out appointments in such a way that you can ensure capacity and alternate transportation such as a loaner, pick-up and delivery, rideshare service, or shuttle.

Thank you for your continued support as we push forward into our electric future.

Sincerely,



Rachael Zaluzec
Vice President, Customer Experience & Digital Strategy
Volkswagen Group of America, Inc.

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Please visit vw-now.com to view a comprehensive suite of Volkswagen of America Brand communications.

Dear Customer,

We're writing to update you on the current status of software updates for the first-generation 2021 Volkswagen ID.4s sold in the US.

We've been actively working on software updates, which will be available at different times and through different measures. Some updates may be able to be installed remotely (over the air), while others will require a visit to a Volkswagen dealership.

Before the end of this year, we plan to begin inviting owners of MY '21 ID.4 vehicles to visit a Volkswagen dealership and receive their first software update. With this dealership visit will come the installation of a new 12-volt battery and some improvements to performance.

There are no steps that you need to take at this time. We will be in touch with more details about this first software update and when you should contact your dealer to schedule your visit.

Thank you for your patience. We look forward to updating you soon.

Warm Regards,

Andrew Savvas

EVP, Chief Sales & Marketing Officer

Volkswagen North American Region

Rachael Zaluzec

VP, Customer Experience & Digital Strategy

Volkswagen Group of America

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