

VWoA Compliance

From: Audi Communications <aftersalescommunications@audi.com>
Sent: Thursday, January 19, 2023 6:30 AM
To: VWoA Compliance
Subject: After Sales Service + Parts Newsletter

CW03 January 2023

After Sales Newsletter



Customer Support

Dealer Partners,

A couple of friendly reminders regarding the Customer Support Program:

- The Alternator Loaner Support Program applies to all models years of vehicles affected – whether or not still under warranty
- Customers may take advantage of a \$2,000 incentive towards the purchase or lease of a new Audi. This incentive is incremental to any other eligible and applicable incentives currently in-market. Please see bulletin **A22UCOP2** for further program details.

-Audi After Sales

2023 Audi Care Pricing Changes

Dealer Partners,

We are pleased to announce changes to the **2023** Audi Care Program and Audi Care Incentive Payout Plan. Both Audi Care incentive and the updated Audi Care pricing went live on **January 5, 2023**. These changes will apply to all model year vehicles.

REMINDER: Pricing changes cannot be made to previously sold or committed contracts.

2023 Audi Care Program Pricing:

Tiers	Models/Carlines	Audi Care			Audi Care Select		
		Customer Price (MSRP)	Dealer Cost	Dealer Margin	Customer Price (MSRP)	Dealer Cost	Dealer Margin
Basic	A3, S3, Q3	\$1,099	\$1,024	\$75	\$1,099	\$1,024	\$75
Standard	A4/A4 allroad, A5, A6/A6 allroad/A6 Avant, A7, Q5, Q7, Q8, S4, S5, S6, S7, SQ5, TT, TTS, TTRS, RS3, RS4, RS5	\$1,499	\$1,424	\$75	\$1,199	\$1,124	\$75
e-tron	e-tron SUV, e-tron sportback, Q4 e-tron, e-tron GT	\$1,099	\$1,024	\$75	\$999	\$924	\$75
Premium	A8/A8 PHEV, S8, SQ7, SQ8, RS6/RS6 Avant, RS7, RSQ8, R8, A3 TDI, A6 TDI, A7 TDI, Q5 TDI, Q7 TDI	\$1,999	\$1,924	\$75	\$1,699	\$1,624	\$75

Tiers	Models/Carlines	Audi Care 3-Service Lease Plan			Audi Care 2-Service Lease Plan		
		Customer Price (MSRP)	Dealer Cost	Dealer Margin	Customer Price (MSRP)	Dealer Cost	Dealer Margin
Basic	A3, S3, Q3	\$999	\$924	\$75	\$899	\$824	\$75
Standard	A4/A4 allroad, A5, A6/A6 allroad/A6 Avant, A7, Q5, Q7, Q8, S4, S5, S6, S7, SQ5, TT, TTS, TTRS, RS3, RS4, RS5	\$1,349	\$1,274	\$75	\$1,099	\$1,024	\$75
e-tron	e-tron SUV, e-tron sportback, Q4 e-tron, e-tron GT	\$999	\$924	\$75	\$899	\$824	\$75
Premium	A8/A8 PHEV, S8, SQ7, SQ8, RS6/RS6 Avant, RS7, RSQ8, R8, A3 TDI, A6 TDI, A7 TDI, Q5 TDI, Q7 TDI	\$1,849	\$1,774	\$75	\$1,399	\$1,324	\$75

2023 Audi Care Incentive Program:

The 2023 Audi Care Incentive Program will pay \$25 spiff per contract sold for all model and model year vehicles. The incentive is paid to contract sellers on their Audi debit card. A contract seller must select their last name in the “contract seller” section in ACMS when creating the contract, AND be a registered, active user of Audi Academy CRC (Certification Resource Center). All required training courses must be completed to be eligible to sell Audi Care.

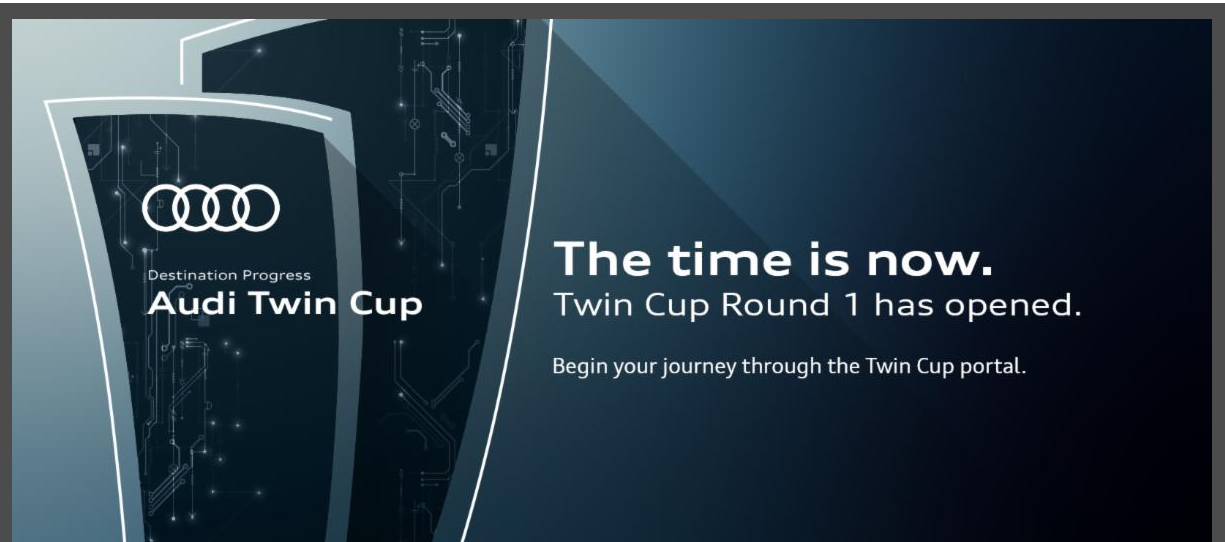
Please reach out to your field team or Audi Care Helpdesk (AudiCarePlan@audi.com) if you have any questions.

Sincerely,
After Sales, Service Operations
Audi of America

Incentive Program Fine Print:

- Any unit found to be reinstated and/or contract cancellation may result in the incentive being charged back.
- Any unit found sold more than MSRP may result in the incentive being charged back.
- Incentive will be awarded after the end of every sales month.
- Area Sales Managers and Area After Sales Managers will receive a monthly incentive payout update to track performance.
- Compatible with all other incentive programs.
- In rare cases, if a confirmed contract seller is inactive when the payout is processed, Audi is able to reprocess the payout amount when the seller’s status becomes active. Funds cannot be redistributed to someone else.

2023 Twin Cup



Let the Competition Begin

It's the challenge we look forward to every year, 2023 Twin Cup has officially begun!

Round 1 testing began on Jan. 9th and will be available until Jan. 29th at 11:59PM EST. If you've not yet registered, we encourage you to head over and sign up immediately. Signup [here](#) or through iAudi by clicking on App Links > Service > Audi Twin Cup Challenge.

Please make sure you register for the correct competition category. Any participant who completes the incorrect test may be disqualified.

Service = Service Consultants
Technology = Technicians & Shop Foreman
Sales = Audi Brand Specialists & Technologists

As the saying goes, "It pays to finish first". Complete Round 1 testing in the first week to earn the most bonus points available.

- Week 1 (Jan. 9-15): 8 percentage points
- Week 2 (Jan. 16-22): 4 percentage points
- Week 3 (Jan. 23-29): 0 points

Don't miss out on this great opportunity to compete among the best of the best. In addition to a coveted spot at the World Championship, 2023 Twin Cup is also offering:

- Prizes for completing Round 1 and Round 2 Testing
- In-Person National Finals with 1 guest
- Technicians/Shop Foreman who advance to the National Finals have the opportunity to earn Audi Diagnostic Technician (ADT) certification



The annual 2023 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. New this year, we are incredibly excited to open the competition up to Audi Brand Specialists & Technologists to represent Sales. Here is the new equation for our future competitions: After Sales + Sales = Twin Cup!

After two preliminary rounds, finalists advance to the National Finals to compete in-person for the title of National Champion. Finalists will be presented with practical, hands-on challenges to determine who stands out from the rest of the competition. Our group of National

Champions, comprised of teammates from both Sales and Service, will go on to represent Team USA at the 2023 Twin Cup World Championship in Europe.

We strongly encourage all eligible Audi Technicians, Shop Foremen, Service Advisors, Audi Brand Specialists and Technologists to participate in the 2023 Twin Cup Challenge and showcase your skills and product knowledge.

Please continue to check the registration website for more information and be sure to join our **Facebook group page** for the latest news and updates! For additional information on Twin Cup, visit **Top Service Process Guide** and click on the Audi Twin Cup page, under Service.

In addition, you can reach out to Mollie Hughes at **mollie.hughes@audi.com** with any questions you may have.

Good luck!

Elsa2Go

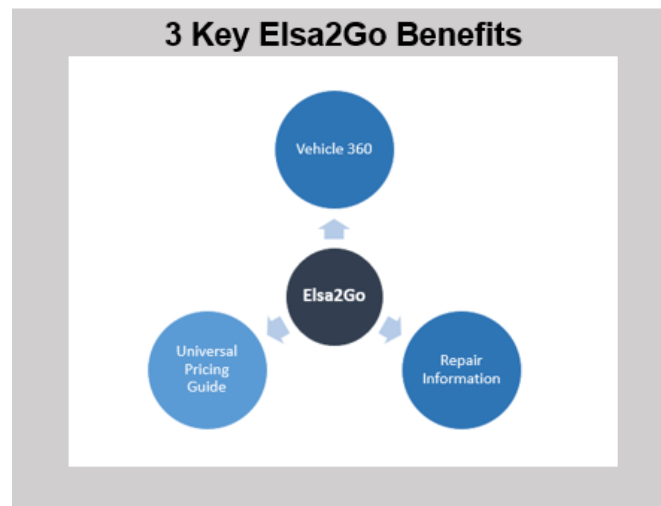
Elsa2Go and Universal Pricing Guide

Kick off 2023 with Elsa2go and UPG

Why should I use Elsa2Go?

Elsa2Go is a *multi-platform* digital service tool for advisors and technicians. It contains the same information you would find in ElsaPro and much more, such as automatic warranty calculations, i-Wire, Audi Care Plan information, DMS integration with CDK and Dealertrack and the Universal Pricing Guide (UPG) integration!

All information is provided at a glance, designed to support you through the service core process - on any tablet (Android and iOS) or desktop computer & browser (Chrome and Firefox).



How do I get started?

Elsa2Go Access

Assign Elsa2Go Role

Instructions located in Elsa2Go > ...More icon > Help > Features Guides > **Elsa2Go Role Assignment**

Web Browser Access

Access via iAudi, under App Links > "Parts" and "Service" sections > **Elsa2Go**

Tablet Access

- Download Elsa2Go from iAudi under App Links > "Parts" and "Service" sections > **Elsa2Go (iOS and Android)**

UPG Access

Assign UPG Role

- Instructions located in Elsa2Go > ...More icon > Help > Features Guides > **UPG Role Assignment**

UPG Access

Via Elsa2Go Vehicle Summary Page

UPG Admin Access

- iAudi > App Links > "Parts" and "Service" sections > **UPG Admin**

Elsa2Go and UPG Integration with ACMS Support Materials

The following Elsa2Go and UPG reference materials are located in the **Elsa2Go Help Section**:

- Training Courses and Webinars
- User Guides
- Frequently Asked Questions
- What's New

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

Audi Tire Center



Audi Elite Incentive

January 1st – December 31st

Throughout 2023, Parts Managers, Service Managers, and Service Consultants will compete for the chance to achieve Audi Elite status and to earn quarterly rewards and year-end grand prizes. Loyal Audi

Tire Center dealers who consistently meet or exceed their goals and demonstrate excellence in tire sales will be rewarded. Dealerships will be placed into three competitive groups based on daily RO data. Dealers who achieve 3 out of 4 best practice requirements and who hit their qualifiers and purchase objectives each quarter can win quarterly and/or year-end rewards.

[Program Details](#)

IMSA Michelin Pilot Challenge

Here's your chance to win a trip to the WeatherTech Raceway Laguna Seca in Monterey, California! From January 1–March 31, 2023, Parts Managers and Service Managers who purchase and sell the most eligible OEM, OEA, and WIN Michelin tires have the chance to earn a trip to the IMSA Michelin Pilot Challenge, May 12-15, 2023.

[Program Details](#)

\$100 Instant Rebate



January 1st – 31st

This January, customers can save \$100 instantly on a set of four eligible Bridgestone, Michelin, or Pirelli OEM, OEA, and WIN tires. Tires must be installed by February 7, 2023. Dealers can enter their claims online to receive a \$100 reimbursement. Dealers will be reimbursed via EFT payment in February from VWGoA Accounting.

All claims must be submitted by February 7, 2023, in order to receive reimbursement.

[Program Details](#)

Reduce Reconditioning Costs with CPO Rebates

Don't miss this opportunity to reduce reconditioning costs on CPO vehicles at your dealership. When you purchase and install select OEM and OEA tires on your CPO vehicles, during the reconditioning process, your dealership will earn CPO rebates ranging from \$5 to \$15 per eligible tire. In addition, these tires will come with complimentary 24-month road hazard coverage for your customers. For more details and a complete list of eligible SKUs, go to the CPO Tire Rebates link in the Realize Program benefits section of Audi Tire Center through AccessAudi.com.

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

Audi Collection

Our winter
sales event
is here!



Our sale section is fully stocked with newly marked-down products. From jackets and tees to hats and accessories, now is a great time to re-stock your shelves after the holidays. Shop now while supplies last!

[Shop Now](#)

STAY CONNECTED



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

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