



AUDI DEALER COMMUNICATION

Takata Reminder Mailing – Massachusetts DMV / Safety Recalls 69R6, 69R7, 69S8

This notice is for:

✓ Dealer Principal	✓ Service Manager	✓ Warranty Administrator
✓ General Manager	✓ Parts Manager	✓ Technicians
✓ Sales Managers	✓ Service Consultant	

Date: March 13, 2023

Mailing Information: In conjunction with the Massachusetts DMV, Audi will be sending Takata airbag recall reminder notices to approximately 2,907 Audi owners in the State of Massachusetts on March 13, 2023.

A copy of the owner notification is attached for your reference.

Please make every effort to quickly schedule owners who contact your dealership for a repair appointment.

Parts Department: Parts availability for dealer ordering remains strong. Audi confirms ample supply on hand to support vehicle repairs under these recalls.

Please continue to work closely with your service department to ensure that the required parts are stocked at your dealership to support all scheduled appointments.

Notes: **IMPORTANT REMINDER: VEHICLES AFFECTED BY SAFETY & COMPLIANCE RECALLS**

New Vehicles in Dealer Inventory: It is a violation of federal law for a dealer to deliver a new motor vehicle or any new or used item of motor vehicle equipment (including a tire) covered by this notification under a sale or lease until the defect or noncompliance is remedied. By law, dealers must correct, prior to delivery for sale or lease, any vehicle that fails to comply with an applicable Federal Motor Vehicle Safety Standard or that contains a defect relating to motor vehicle safety.

Pre-Owned Vehicles in Dealer Inventory: Dealers should not deliver any pre-owned vehicles in their inventory which are involved in a safety or compliance recall until the defect has been remedied.

-END OF MESSAGE-

Ensure all dealership personnel are aware of this notice so they are able to address customer questions. Contact Warranty if you require additional assistance. Direct press inquiries to Audi Public Relations.



Audi of America, Inc.
P.O. Box 746 | Wheeling, IL 60090

[MONTH], [YEAR]
[NAME]
[ADDRESS]

WHAT YOU NEED TO KNOW

- ▶ Your [YEAR] [MODEL] has an urgent airbag safety recall.
- ▶ The airbag could **injure or even kill** you and/or your passengers.
- ▶ The recall repair is **FREE** at an authorized Audi dealer.
- ▶ Call or text your Recall ID [XXXX-XXX] to [XXX-XXX-XXXX] for more information or to schedule a **FREE** recall repair.

This notice applies to a vehicle registered in your name:

[YEAR] [MODEL]
LAST 8 OF VIN: *****[XXXXXXXX]
RECALL ID: [XXXX-XXX]

URGENT AIRBAG SAFETY RECALL: IMMEDIATE ACTION REQUIRED!

Dear [First Name] [Last Name]:

The National Highway Traffic Safety Administration (NHTSA) and the Massachusetts Registry of Motor Vehicles (RMV) are contacting you personally because your [YEAR] [MODEL] has a recalled airbag that could **kill or seriously injure you and your passengers** if it deploys.

NHTSA and the Massachusetts RMV have received information from Audi that the [YEAR] [MODEL] that is currently registered in your name with the Vehicle Identification Number [XXXXXX] [XXXXX] [XXXX-XXXX] has been recalled. **If the airbag deploys, a part inside the airbag may explode and spray sharp metal fragments or shrapnel toward you and your passengers.**

According to records from Audi, your vehicle has not been repaired yet. The potentially lifesaving recall repair is **FREE** and parts are available. If needed, **FREE** alternative transportation may be available to you. Please **call or text your Recall ID [XXXX-XXX] to [XXX-XXX-XXXX]** for more information or to schedule a **FREE** recall repair.

What should you do?

- **Immediately** contact a local Audi dealership to schedule a **FREE** recall repair. Ask for **FREE** alternative transportation if needed.
- Visit audiusa.com/recalls or call [XXX-XXX-XXXX] to find your nearest Audi dealership.
- *If you think you have already taken action on this urgent airbag safety recall*, visit NHTSA.gov/recalls and enter your vehicle's VIN to verify and ensure that no other safety recalls have been issued for your vehicle.
- If you no longer own this vehicle, please call [XXX-XXX-XXXX] to let us know so that we can remove you from further communication regarding this urgent airbag safety recall issue.



ENTER YOUR VIN

Audi is one of 19 vehicle manufacturers affected by this recall. NHTSA reports 24 confirmed deaths from other manufacturers in the United States and hundreds of alleged injuries resulting from this defect.

Please encourage your family and friends to check for vehicle safety recalls using their VIN at NHTSA.gov/recalls or safeairbags.com.

You and your family's safety on Massachusetts roadways is our top priority. **Please act NOW to protect yourself and your passengers.**

If you believe that Audi or your Audi dealership is unable to remedy the defect without charge within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue S.E., Washington, DC 20590, or you may call the toll-free Vehicle Safety Hot Line at 1-888-327-4236 (TTY: 1-800-424-9153), or go to NHTSA.gov.

This notice is being provided and paid for by Audi, in cooperation with the Massachusetts Registry of Motor Vehicles. Taxpayer dollars were not used. Due to the serious nature of this recall, the Massachusetts Registry of Motor Vehicles is providing limited assistance with these notices to individuals who may be impacted by this recall. The manufacturer is fully responsible for this recall, notification of the recall, and any repairs. This notification does not create a duty upon the State of Massachusetts and the Massachusetts Registry of Motor Vehicles to provide notice nor any repair requirement regarding this recall, or any other recalls or safety-related information. Further communication regarding this notice, including scheduling repairs or verifying recall information, must be directed to [XXX-XXX-XXXX] and not to the Massachusetts Registry of Motor Vehicles.