Audi of America, Inc.

Date: August 15, 2014

To: Audi Dealer Principal, Service Manager, and Parts Manager

From: Audi Product Compliance

Subject: Upcoming Update 24BC
ECM Software Update
2015 Q3

Dear Audi Dealer Principal, Service Manager, and Parts Manager:

This communication is to inform you of upcoming Update **24BC.**

What vehicles are affected?
There are 1,932 Audi vehicles affected in the U.S. by this Update.

Of the affected vehicles, the following are in dealer inventory:
New Vehicle Inventory: 146
CPO Inventory: 0

What is the issue?
Audi Q3 vehicles manufactured within a specific period may experience a rough running condition.

What does the repair procedure involve?
Update the ECM with the latest software.

When will the Update be available?
This Update will be visible in Elsa and ServiceNet on or about August 18, 2014.

Please refer to the Elsa campaign/action screen for confirmation of whether the Update applies to each specific vehicle. Additionally, this Update is posted on Elsa and ServiceNet for additional information and complete repair instructions.

Consistent with general Audi corporate policy governing Updates, Audi is not notifying consumers. (Updates differ from recalls and service actions; consumers are notified in writing of recalls and service actions.) Each vehicle should be completed when it is in to the dealer for maintenance or any other service visit. Dealer stock vehicles **cannot, however, be delivered** to consumers until the Update is completed.

To identify any vehicles in your inventory that are affected by this Update, please run the "New and CPO Inventory Open Campaign/Action Listing" report from the AIM system.

Please ensure that every affected vehicle gets the update before delivery to consumers. Your effort is integral in reaching the highest quality expectations of Audi customers.

Thank you for your cooperation and assistance in this important matter.