

**From:** Audi Communications  
**Sent:** Wednesday, October 10, 2012 5:16 PM  
**Subject:** Audi of America dealership communications regarding counterfeit airbags issue  
**Importance:** High

# Dealer Communication



**October 10, 2012**

<b>Read if Red</b>	<b>DEALER PRIN</b>	<b>GENERAL MGR</b>	<b>SALES MGR</b>	CPO MGR	<b>SERVICE MGR</b>	PARTS MGR	WARRANTY MGR	F&I MGR
From: Audi Communications				Action Required: No		Deadline: N/A		

## **Audi of America dealership communications regarding counterfeit airbags issue**

### **Situation**

On October 10, 2012, the National Highway Traffic Safety Administration released a press release regarding the potential for some vehicles to be at risk for containing counterfeit airbags if the airbags in the vehicle were replaced at independent repair shops that are not Audi dealerships or Audi certified.

The Audi vehicles listed by NHTSA as at risk vehicles for the potential of containing counterfeit airbags if the airbags have been replaced are MY 2006-2009 A3, A4, A6, A8, Q5, and Q7 vehicles.

If a Customer purchased their vehicle new, or if the vehicle is Certified pre-owned and a CARFAX report shows the airbag has never been replaced, there is no issue.

### **Response**

Audi dealership and repair center partners should refer customers with additional questions to the Audi Customer Experience Center call line at 1-800-822-AUDI (2834). As a course of action for the Customer Experience Center if the consumer feels they may be at risk they should be urged to contact their insurer or the service provider that repaired their vehicle.

# of ATTACHMENT(S): 0

Dealer personnel will receive this material via email by 10 a.m. EDT on **Thursday, October 11.**