



Audi Advantage IQS Newsletter

This is an important time of year. The J.D. Power Initial Quality Study (IQS) sampling window is now active and continues through the end of February. The customers buying Audi vehicles right now are the ones who will be judging us on initial quality. We have a responsibility to our customers to deliver vehicles in perfect condition every day, but right now is when it matters most.

Audi is focusing a great deal of attention and effort on continuously improving initial quality and customer satisfaction. This is an effort that begins in the factory and ends on the frontline with our dealerships, Audi Brand Specialists, and Technicians. Every step of the process deserves our attention, and we understand the importance of the role you play in improving quality and customer satisfaction.

IQS Training and Communication Tools

Audi has several initiatives and programs to assist in helping improve initial quality and the customer's ownership experience:

It is the customer's perception of quality that matters most, and we are helping them understand their vehicle, its features, and how they operate. Below, you will find highlights on resources and training to improve quality and customer satisfaction.

Audi IQS Web Based Training Available now



This online tool will help dealership personnel better understand the J.D. Power IQS score and how to positively influence it. With a focus on delivery-related processes, this course will help ensure consistent, repeatable explanations of Difficult to Understand (DTU) features and controls.



Audi Technology Customer Tutorials

Customer understanding of their vehicle’s technologies and features is essential. Your knowledge and expertise during the delivery presentation can make all the difference in the customer’s ownership experience. Truth in Engineering® starts with you.

We recommend watching all of the videos, practicing the steps, and allowing each customer to perform the actions themselves. These videos will help you understand high-DTU scoring features better. Click on a thumbnail to view a video.

Helpful Videos on Voice Recognition

A4/A5,Q5 & allroad

MMI Voice Recognition: Enter Address

MMI Voice Recognition: Calling Contacts

Concert Radio Bluetooth & Voice Recognition

A6 / A7

MMI Voice Recognition: Enter Address

MMI Voice Recognition: Calling Contacts

A8

MMI Voice Recognition: Enter Address

MMI Voice Recognition: Calling Contacts

Q7

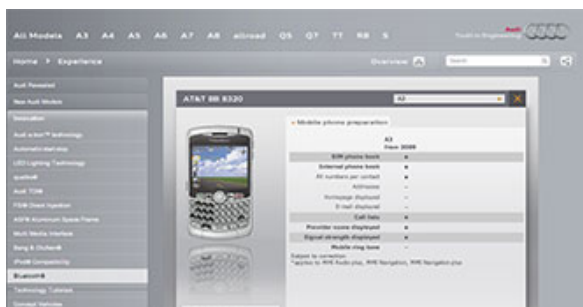
MMI Voice Recognition: Enter Address

MMI Voice Recognition: Calling Contacts

A3 / TT / R8

Radio Navigation System Bluetooth & Voice Recognition

Please refer your customers to the Audi Technology website, auditechnology.com, to view these videos at their convenience.



Bluetooth Pairing & Compatibility

Most phones will pair seamlessly with Audi vehicle technology, but with new mobile devices being released and updated all the time some phones may not be compatible. We have created the site below to provide you quick, efficient access to phone compatibility. We are committed to keeping this site as up to date as possible. To check compatibility and possible device/vehicle interaction issues, go to the site below. Refer your customers to this site to assist them with future phone pairing needs. audiusa.com/bluetooth



Keeping up with Initial Quality

Our attention to initial quality doesn't end when the J.D. Power window closes. To achieve the highest levels of quality and customer satisfaction, we must continually improve our awareness of DTU issues and help our customers understand them. As part of this effort, your attention to key vehicle features and a thorough explanation of them to new Audi owners will help us achieve world-class Initial Quality. As part of each vehicle presentation, please be sure to explain the following features:

- ▶ Voice Recognition
- ▶ Audio Controls
- ▶ Navigation
- ▶ Bluetooth® phones and media devices

As a leader in automotive technology, our customers demand the highest levels of technology in their vehicles. Their ability to use these features to their fullest will be greatly enhanced by your understanding and explanation. We will be sending you future emails that go more in-depth on each of these topics.

The Importance of the Conquest Customer

Every customer is important, but none more so than one who comes to us from another brand. Conquest customers represent an opportunity to grow the Audi brand with repeat purchases. However, their knowledge of Audi's cutting-edge technology will be limited, and they are more likely to think of our differences as "difficult to understand," so take particular care in addressing these issues. The recent sales training information you received will help you in dealing with customers who are new to the brand.

Thank you for your diligence in helping us achieve world-class Initial Quality.

Audi IQS Advantage Newsletter will come to you every month with more information on improving initial quality and enhancing our customers' perception of Audi vehicles.

Sincerely,

Marc Trahan
Executive Vice President
Group Quality

Jamie Dennis
Director
Product Quality & Technical Service