



# Audi

## IQS Report

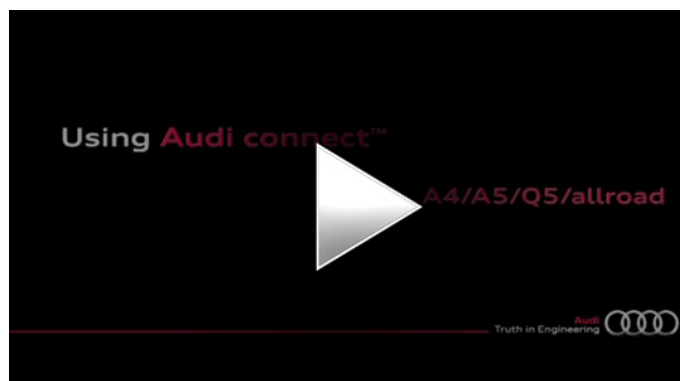
## Audi On Track – IQS Newsletter

### Initial Quality and Audi connect®

Advanced technology in Audi models can create an opportunity for misunderstanding by our customers. Even the most technologically aware person can have some difficulty when encountering advanced features on our vehicles. Audi connect® is one of those features, providing wireless connectivity and many useful features to enhance the driver's experience.

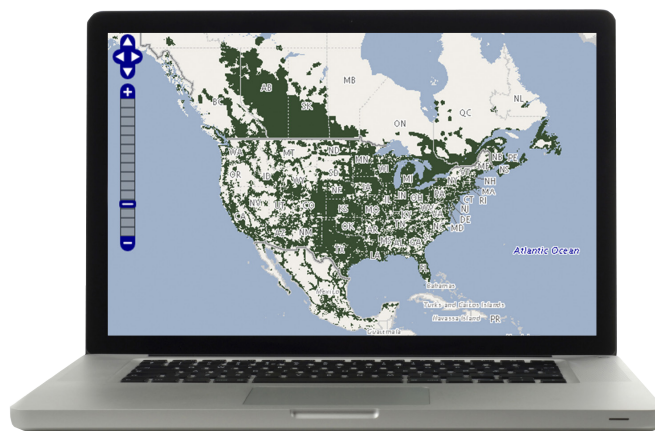
Every customer who purchases one of our models with Audi connect® should be familiarized with its use. The ability to access weather forecasts, news, local gasoline prices, travel information and Google Earth™ satellite imaging brings extraordinary connectedness to the driving experience. Plus, with Google Voice™ Local Search capability, owners can search for a specific Point Of Interest (POI) or find restaurants by the type of cuisine. Just by saying, "Online Destinations" or "Search" and a keyword, Audi connect® will perform a Google Local™ Search of user-selectable destinations.

Knowing how to use Audi connect® properly can substantially enhance the owner's perception of the quality of Audi vehicles. To help you better understand Audi connect® and how to explain it to your customers, please view the video by clicking on the arrow. This video, along with other video tutorials can be found at [auditechnology.com](http://auditechnology.com), and can be accessed on any PC, tablet and mobile device.



### Proper Explanations Make a Big Difference

Please take the time to explain how to use Audi connect® and how to link devices to the Wi-Fi hotspot to help ensure customer satisfaction with these advanced technologies. Understanding the basics can help improve the customer's perception of the quality of the system. Also, remind customers that their connection speed is dependent upon their dedicated T-Mobile™ account connection speed. Service will vary depending on their location and network traffic. If you would like to check the T-Mobile™ coverage map for service availability in your area, click to your right.





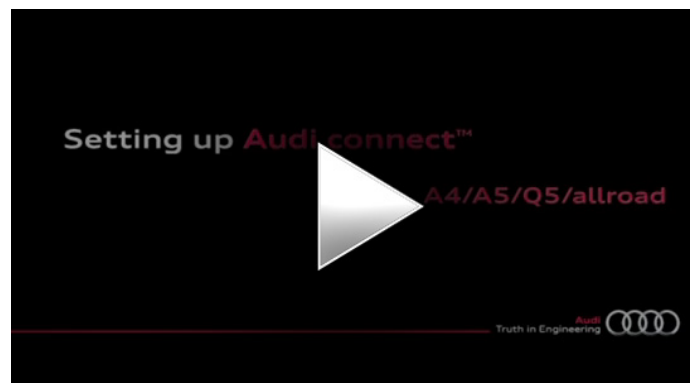
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### Understanding Audi connect® Wi-Fi

Audi connect® allows Audi drivers and passengers access to a wealth of information from their vehicle. One of the best features is the “rolling Wi-Fi hotspot” that allows passengers to connect up to eight wireless devices. This permits passengers to use their iPads, laptops or other wireless devices to access the Internet. From an Initial Quality standpoint, this feature is a prime candidate for customer education. Of course, remind customers that the driver should not use these features while the vehicle is in motion.

Two issues that create Difficult To Understand (DTU) responses in the Initial Quality Report are password setup and device connection. For a better understanding of Audi Connect® Wi-Fi and information on how to make it more easily accessible for your customer, please view this video:



### Connecting Simply

Many customers feel the need to have a strong password for their Wi-Fi connection. However, this can create confusion or difficulty in connecting if they should forget their password, or if another user wishes to connect. Recommend to your customers to use passwords that are easily remembered, but at least eight characters long. Also recommend using WPA2 encryption type, which is currently the most common and practical protocol for wireless devices.

Take the time to help your customer setup their Wi-Fi password and show them how to connect a device. While setting up the password in the MMI®, be sure to disable the connection prompt. This will allow connection of devices without having to verify it in the MMI® each time.



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### Improving Initial Quality Every Day

Educating our customers on how to best operate their vehicles and the equipped features on those vehicles, needs to be a part of every interaction you have with the customer. This is true after the sale as well. Keep in mind that the J. D. Power survey does not go out to customers who purchased a vehicle from November through February until 60 to 90 days after their purchase. That means that any follow-up interactions with these customers should include questions about whether or not they understand how to operate all of their vehicle's features. And remind customers to take time to review the written documentation regarding the vehicle and its features, e.g., Owner's Manual, Quick Questions & Answers Guidebook, etc.

Improving Initial Quality is a long-term strategy, not just a tactical maneuver during the J. D. Power IQS survey window. Every day, take the initiative to better understand the features available on all Audi vehicles and pass that knowledge along to your customers.

Thank you for your attention to every detail.

Sincerely,

A handwritten signature in black ink that reads "Marc Trahan". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Marc Trahan  
Executive Vice President  
Group Quality

A handwritten signature in black ink that reads "Jamie Dennis". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Jamie Dennis  
Director  
Product Quality & Technical Service