

Audi of America, Inc.



Audi

%%Dealer Name%%
%%Street Address%%
%%City, State Zip%%

Dear %%Dealer Name%%:

Customer Quality has developed Quick Questions & Answers Guidebooks for most MY13 Audi vehicles: A3, A4, A5, A6, A7, A8, Q7, Q5, TT and allroad. You can access the model specific guidebooks by following the steps below:

1. Log into accessaudi.com
 - Choose Academy (tab at top of page)
 - Academy Resources: Sales (Documents area)

Or

1. Log into accessaudi.com
 - Choose Vehicle Sales (tab at top of page)
 - Current model year information (Documents area)

We strongly encourage the use of these Quick Questions & Answers Guidebooks as a dealership resource and vehicle delivery tool with customers.

There is a lot to learn about an Audi vehicle upon purchase, even after receiving a detailed delivery. The vehicles are equipped with many features designed to accentuate your customers driving experience. To assist your customers in understanding some of the features found in their Audi, we are mailing a Quick Questions & Answers Guidebook directly to those customers that have purchased a MY13 Audi from November 2012, through model year 2013. Customers that purchased a vehicle with an MMI® system, will also receive a DVD that contains video tutorials demonstrating how to operate some of the features in their Audi.

In January we launched the Audi Second Delivery Check program, which is a valuable tool in providing Audi customers a great brand experience. This program provides you and your dealership an additional customer contact to help cement the relationship with the customer, and create the idea that they can utilize the dealership as a resource for information and assistance regarding their Audi.

The goal is to educate our customers. A customer who understands their vehicle and has the knowledge needed to enjoy their Audi to its fullest will have a positive feeling about their new vehicle. Those feelings will translate into improvements in initial quality, improved CSI/SSI scores, and increased sales.

Thank you for your dedication to the Audi brand, and your commitment to improving our customers' satisfaction with Audi.

Safe Driving,

Jamie Dennis
Director
Product Quality and Technical Service

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