

Audi of America, Inc.



Audi

Audi of America, Inc.
3800 Hamlin Rd.
Auburn Hills, MI 48326
www.audiusa.com

March 2011

Subject: Warranty Extension – Powertrain for Certain 2009-2011 Model Year Audi Vehicles Equipped with 3.0L TFSI, 3.0L TDI and 3.2L FSI engines

Dear Audi Owner of VIN

Our records indicate that you have had a coolant pump replacement in your vehicle. As our ongoing commitment to customer satisfaction, we apologize for any inconvenience you may have experienced. Audi can assure you that the pump now installed in your vehicle is durable enough to outlast the natural life of your vehicle. To address concerns you may have with your specific vehicle, Audi of America is pleased to inform you of our decision to extend the warranty that covers the powertrain, specifically the engine, transmission, differential and axles, in your vehicle to 5 years or 100,000 miles, whichever occurs first, from the vehicle's original in-service date.

The vehicle's original in-service date is defined as the date the vehicle was delivered to either the original purchaser or the original lessee; or if the vehicle was first placed in service as a "demonstrator" or "company" car, on the date such vehicle was first placed in service.

Powertrain Warranty Extension

As part of our ongoing commitment to customer satisfaction, and to help address any future concerns you may have with your vehicle, we are pleased to inform you of our decision to extend the warranty that covers the powertrain in your vehicle to 5 years or 100,000 miles, whichever occurs first, from the vehicle's original in-service date.

The vehicle's original in-service date is defined as the date the vehicle was delivered to either the original purchaser or the original lessee; or if the vehicles was first placed in service as a "demonstrator" or "company" car, on the date such vehicle was first placed in service. This warranty extension is valid only for the current owner of the vehicle and is non-transferable. Please keep this letter with your Warranty booklet for future reference.

What does this warranty extension cover? Should you have an issue with the powertrain in your vehicle, your authorized Audi dealer will diagnose and repair it at no cost to you, as long as your vehicle is within the time and mileage limit of this warranty extension. This powertrain extension is specific to the engine, transmission, differential and axles.



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What is not covered under this warranty extension? This warranty extension will not cover any damage or malfunctions caused by outside influence, such as damage due to an accident, vehicle misuse or neglect, or storm damage. These conditions may require repairs that are needed for proper diagnosis of the underlying condition. Any repairs that are (1) necessary for proper diagnosis of these other conditions or (2) required to bring the vehicle up to factory specifications are not covered by this warranty extension. This warranty extension is not transferable to subsequent owners.

Lease Vehicles

If you are the lessor and registered owner of the vehicle identified in this warranty extension, please forward this information immediately via first-class mail to the lessee within ten (10) days of receipt of this notification.

Have You Changed Your Address Or Sold The Vehicle?

If you have, please fill out the enclosed prepaid Owner Reply card and mail it to us so we can update our records.

Reimbursement of Expenses

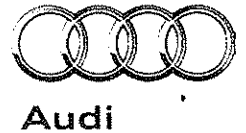
If you have previously paid for diagnosis and replacement of the coolant pump the enclosed form explains how to request reimbursement. We would be pleased to review your reimbursement request.

Safety, customer satisfaction, quality and long-term vehicle reliability are top priorities at Audi, and we are pleased to offer this extended warranty. Thank you for your continued loyalty!

Sincerely,

Audi Product Quality & Technical Service

Audi of America, Inc.



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Dear Audi Owner,

The phrase "Truth in Engineering" isn't a mere slogan for Audi of America. It accurately states our core beliefs. The Audi focus on engineering is evident in the exceptional new models that have powered our sales to record heights and the innovative technologies that are setting new standards for the auto industry.

We understand that our goal of becoming the most successful premium automotive brand requires us to maintain full transparency with all of our constituents – particularly during times of adversity.

In the spirit of that commitment, I am offering my personal apology for the issues you recently experienced with the failure of your vehicle's water pump. I wish to assure you that the replacement components have been upgraded and will exceed all operational demands. You shouldn't experience further problems. To tangibly express our confidence in our products and as a token of our regret for the inconvenience you have experienced, Audi of America is pleased to offer the following benefits to you:

- Extended Warranty – We will extend the powertrain warranty on your vehicle to five years or 100,000 miles. This applies to you as the current owner of the vehicle, so you can enjoy full peace of mind and confidence in your vehicle.
- Audi Care – We will provide a free Audi Care plan on your next Audi. This Audi Care plan covers four scheduled maintenance services at the 15K, 25K, 35K, and 45K mile intervals – which means your vehicle's servicing needs are on us. It's our way to say "We apologize!" More details on this offer will be provided to you in the upcoming weeks.
- Loyalty incentives – We know we may have disappointed you. While we are very proud our products, we place even greater value on your loyalty as a customer. We want to retain you as part of the Audi family. Although we are positive that you will enjoy your Audi over the duration of the period of ownership, we want to make further amends for our mistake by providing a comprehensive Audi Owner Loyalty incentive of up to \$3,000 on your next Audi purchase or \$1,500 on your next Audi lease.



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As cars have become increasingly complex, no automaker has been immune to improperly functioning components. That doesn't mean that we at Audi make excuses when this happens with our vehicles. We are aggressively moving to minimize those moments when component reliability could be questioned. We stand behind our products and our customers. Your trust is our greatest asset and we will continue to work hard to earn it every day.
Thank you for your support.

Sincerely,

A handwritten signature in black ink, which appears to read "Johan de Nysschen", is located below the word "Sincerely,".

Johan de Nysschen
President
Audi of America, Inc.