

Audi of America, Inc.



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Date: May 2, 2011

To: Audi Dealers, General Managers, Sales Managers and Service Managers

From: Product Launch, Product Planning and Sales Operations Departments

Subject: **Restricted availability of rearview camera for Model Year 2012 Vehicles**

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Dear Audi Dealers,

This announcement is to inform you that global bottlenecks at individual vehicle component suppliers are impacting the availability of the rearview camera for MY2012 Audi vehicles.

Please note these component constraints will begin to take effect for a small volume of MY2011 vehicle orders that had previously been scheduled for production in Calendar Week 20-21 (May 16-27th). For any of such impacted vehicle orders that were confirmed as 'customer sold' as of April 26th, the Audi of America field teams will be communicating to dealers directly on how to adjust the orders and what measures can be offered to impacted customers.

MY2012 Order Guides and Production Information Books are updated to accurately reflect these latest equipment changes. The following summarizes the rear view camera supply situation:

Supply of Rearview Camera

Beginning as of Calendar Week 22 (May 30th) production, factory installation of rear view cameras will only be available for R8 models. This MY2012 change affects A4, A5, A6, A7, A8, Q5 and Q7 models as follows:

Rearview Camera for A4 / A5 Models

- A Navigation package will be offered without rearview camera and rear parking sensors
- Vehicles equipped with rear parking sensors will include rearview camera preparation which can be activated in the future at no cost for the customer, when the camera system components become available. Dealers will be notified in the future when the camera system components become available for these models.
- For detailed equipment descriptions on MY2012 vehicles, please reference today's MY2012 Start of Ordering Vehicle Information announcement.



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Rearview Camera for A6 / A7 / A8 / Q5 / Q7 Models

- Vehicles equipped with front & rear parking sensors will include rearview camera preparation which can be activated in the future at no cost for the customer, when the camera system components become available. Dealers will be notified in the future when the camera system components become available for these models.
- Until the camera system components become available these vehicles will be equipped with an Optical Parking System. (See image of MMI display showing Optical Parking System below.)



- For detailed equipment descriptions on MY2012 vehicles, please reference today's MY2012 Start of Ordering Vehicle Information announcement.

We realize this is unfortunate information for you and your customers. Audi of America is closely working with our AUDI AG colleagues to mitigate this supply situation as quickly as possible.