

Certified pre-owned Program Manual





Certified pre-owned

Program Manual

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A Certified pre-owned:

A Brand Opportunity

Welcome to Audi Certified pre-owned

As Audi Certified pre-owned Sales Managers, Service Managers and Audi Brand Specialists, you have the opportunity to market and sell the industry's leading Certified pre-owned vehicles. Call it the gateway to the Audi Brand and family.

As new customers make their way to the brand, Audi Certified pre-owned is often their first experience. Creating Audi fans during this time is critical to driving brand loyalty. Your efforts in delivering a new-car-like experience to the customers are a key piece to the overall ownership experience, brand growth, positive SSI scores, generating future CPO and new car sales opportunities through higher loyalty, and the spirit of Kundenbegeisterung.

Life Cycle of an Audi Model



During the lifecycle of an Audi model, you may engage the customer at any stage to create residual streams of loyalty, revenue and profit. In fact, a healthy used-vehicle department, supported by a vibrant Audi Certified pre-owned program, helps promote the growth and profitability of Audi and your dealership.

You can experience these benefits...

- ► Generate demand for late-model, factory-warranted Audi Certified pre-owned vehicles
- ► Higher guidebook values and stronger trade-in values
- ► Higher residuals
- ► Higher used-vehicle retail prices
- Better lease rates
- More new vehicle sales
- More parts and service business
- ► Higher owner loyalty and SSI scores

...if you have these valuable assets in place and up to speed:

- Consistent inventory of potential Audi Certified pre-owned vehicles
- Qualified technicians to properly inspect, recondition and certify pre-owned vehicles
- ► Strict adherence to the process of registering and tracking your Audi Certified pre-owned sales
- Strong advertising and well-placed merchandising
- Motivated, informed Audi Brand Specialists who can sell the unique benefits and build value of Audi Certified pre-owned to customers
- Wide base of in-dealership support to address customer concerns and needs
- ► The willingness to delight and create Audi fans at every step in the journey





This reference source is designed to keep you moving in the right direction toward ever-increasing sales of Audi Certified pre-owned vehicles, but there is much more information out there that is easily accessible via **http://www.AccessAudi.com.**There, you can find:

- Certified pre-owned training materials
- Additional learning opportunities
- ► Additional URLs with information on online vehicle auctions, CARFAX® Vehicle History Reports and more
- Audi Dealer Marketing Center
- Audi Brand Store
- Audi Collection
- ▶ J.D. Power Audi Insight: Here you can track and evaluate your store's progress in SSI/CSI surveys against your peers

Your Dealership Extranet Administrator or Internet Manager can provide you with the necessary usernames and passwords to access these resources.

Audi Certified pre-owned: The Smartest Way to Buy an Absolutely Brilliant Car.

Much of the information in this reference guide and on the Extranet is customer-friendly, so be sure to share it when applicable. Audi cares about each of its models' past, present and future, and the Cycle of Opportunity ensures that our vehicles remain in the Audi family.

Valuable assets

A team that is well-versed in the Audi CPO program is critical to your dealership's success:

- Qualified Audi Brand Specialists who are familiar with the Certified pre-owned sales and delivery process
- ► Audi Service Technicians who are qualified to perform the Inspection and Certification Process
- ► A dealership staff that is familiar with the systems required to complete the critical administrative tasks



Training opportunities

Be sure to take advantage of the valuable training that is designed to get your dealership team up to speed on Certified pre-owned. Any Audi Brand Specialist or Sales Manager should complete the required core classes ASAP—and then complete the elective training to gain the edge that they are looking for!

Visit http://www.AccessAudi.com and log on to the CRC for a list of required and optional courses.



Much of the Certified pre-owned curriculum is Webbased, making it convenient for your dealership staff to receive certification!



Acquiring Inventory

Managing and turning inventory is a critical function of maintaining a successful Certified pre-owned enterprise. When you have the right vehicles, in the right condition, at the right price in the right market, you may simply sell more vehicles, make more money and satisfy more customers. Easier said than done, of course, but that is the aim, and vehicle acquisition is the first step toward achieving it. Audi offers several options, all of them reliable, some of them usually more preferred.

AudiDirect

- ► Exclusive Internet resource for Audi dealers
- Simplifies off-lease turn-ins and purchases
- ► May significantly reduce auction travel and acquisition costs
- Portal to purchase Audi off-lease and company vehicles

Call the Audi Financial Services Dealer Consultant Group at (877) 557-6824 to obtain access to AudiDirect. AudiDirect may be accessed at http://www.AudiDirect.com or via the home page of the Certified pre-owned section of http://www.AccessAudi.com under <Related Sites>.

AudiDirect is an effective way to keep the chain of ownership of an Audi vehicle in the Audi family—a great way to Keep It Audi, because every vehicle offered on the Web site is one that came directly from an existing Audi customer or the Audi corporate fleet.





Portfolio Management

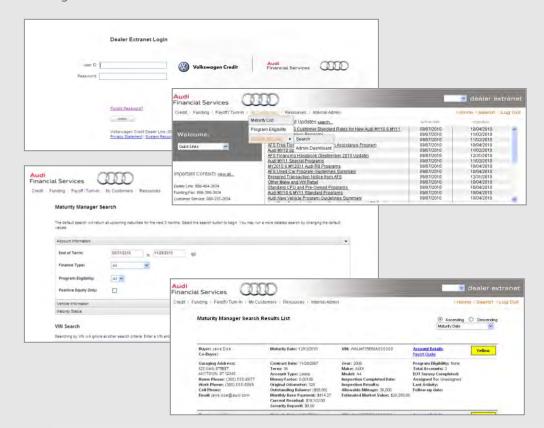
Implementing a holistic approach to portfolio management is a vital component to the overall success of your pre-owned sourcing needs. With an effective communication strategy managing your portfolio and all customers within including cash, APR and lease vehicles, increased new and pre-owned sales may be expected while driving loyalty to the brand and your dealership... all while providing a steady path towards solidifying your pre-owned sourcing needs.

Trade-ins

Trade-ins are a valuable source of Audi Certified pre-owned vehicles if reconditioning costs are not prohibitive.

Maturity Manager

- Maturity Manager is a comprehensive tool that offers a direct link to AFS and creates a streamlined and unified customer experience between your dealership, the Audi Brand and AFS. Maturity Manager provides enhanced customer information that allows dealers to effectively support and maintain customer relationships throughout all stages of the customer lifecycle, greatly enhancing customer loyalty to both your dealership and the Audi Brand.
- ► Maturity Manager is accessed via the AFS Dealer Extranet, and training courses are available via the Audi Certification Resource Center (CRC). Training is required before access is granted to the tool. Contact your AFS Business Development Manager (BDM) for assistance.





Early Terminations Online

➤ You may ground, bid on and purchase vehicles on AudiDirect for lease agreements that are between 91 and 365 days to maturity.

Benefits of Early Terminations Online

- ► Streamline Early Termination vehicle turn-in for accounts between 91 and 365 days prior to maturity.
- Purchase Early Terminations online easily find vehicles that meet your market needs.
- Select from easy-to-use Brass Hat and ACH payment options online!
 No more faxes or manual checks.
- ► Counts toward your dealership's objective in the Keep it Audi program and potentially reduces your objective in a future quarter.
- ► Early Term vehicles purchased in excess of 365 days to maturity will not count towards your dealership's Keep it Audi objective.
- ► Attain CPO Sales Bonuses when Early Terminations are purchased on AudiDirect and sold as Certified pre-owned vehicles.
- Quicker processing time on your customer's Early Termination Invoice.
- ► More flexible Early Termination Agreed (ETA) eligibility requirements.
- ► Easily access your Early Termination options:
 - Residual Purchase Buy the vehicle at the residual value plus outstanding obligations.
 - ► Early Termination Agreed Method Predetermine the customer's Early Termination Liability.
 - Standard Early Termination Process Vehicle offered in an open bidding environment.

Lease Returns

Lease returns are the best source of high-quality vehicles for consideration into the Audi Certified pre-owned program:

- Lease returns allow you to anticipate "end-of-lease" options for current clients.
- Lease returns typically have comprehensive service history on the dealership premises.
- Lease returns encourage customer retention and loyalty.

All these viable ways of obtaining the highest-quality Audi Certified pre-owned vehicles may help you create the optimum product mix for your dealership and your marketplace.



Audi Premier Auctions

Another reliable and excellent source to purchase from, with the best selection of pre-owned Audi vehicles, are Audi Premier Auctions. There are several auction sites throughout the country from which to choose:

1.	ADESA Boston	Framingham, MA
2.	ADESA Golden Gate	Tracy, CA
3.	ADESA New Jersey	Manville, NJ
4.	ADESA Washington DC	Dulles, VA
5.	Manheim Illinois	Bolingbrook, IL
6.	Manheim Atlanta	Red Oak, GA
7.	Manheim Central Florida	Orlando, FL
8.	Manheim Dallas/Ft. Worth	Euless, TX
9.	Manheim Hawaii	Honolulu, HI
10.	Manheim Pennsylvania	Manheim, PA
11.	Manheim New Jersey	Bordentown, NJ
12.	Manheim Ohio	Grove City, OH
13.	Manheim Riverside	Riverside, CA
14.	Manheim Seattle	Kent, WA



Physical Auction Vehicle Enhancement

Audi Financial Services has several programs to support the value of our products. Our enhancements mean these vehicles spend less time in your repair shop. All programs are not available at all auction locations.

All vehicles:

- Are inspected for damage and general condition
- May be enhanced with small repairs
- May carry remaining manufacturer warranty
- Are sold as maintained by the previous driver
- ► Have books and keys as received from the previous driver
- May require reconditioning in your shop

Pre-Qualified (Pre-Q) and XU Ready Vehicles

Pre-Qualified and XU Ready vehicles are available at select Audi Financial Services auctions. The only difference between a Pre-Q and XU Ready vehicle is cosmetic.

Pre-Q = Eligible for CPO warranty (only if sold to a franchised dealer), ready for sale on your lot with no mechanical reconditioning required.

XU Ready = Eligible for CPO warranty (only if sold to a franchised dealer), ready for sale on your lot with no mechanical or **cosmetic** reconditioning required.

Pre-Q Vehicles:

- ► Are inspected using a comprehensive checklist
- Receive new brake rotors and pads, oil & filter service and any other mechanical reconditioning needed to meet Pre-Q standards
- Are eligible to be enrolled in the Audi Certified pre-owned program if sold to a retail customer by a franchise dealer
- Have all open recalls closed and maintenance completed per the Audi suggested service schedule
- ► Have all books, 2 master keys and 1 valet key
- Are ready for sale on your lot with no mechanical reconditioning required

XU Ready Vehicles:

- Come with a completed Audi Certified pre-owned checklist and clean CARFAX® report after the sale (franchise dealers only)
- Receive new brake rotors and pads, oil & filter service and any other mechanical reconditioning
- Have been cosmetically reconditioned to Audi Certified pre-owned level
- Are eligible to be enrolled in the Audi Certified pre-owned program if sold to a retail customer by a franchise dealer
- Have all open recalls closed and maintenance completed per the Audi suggested service schedule
- ► Have all books, 2 master keys and 1 valet key
- Are ready for Audi Certified pre-owned sale on your lot with no additional mechanical or cosmetic reconditioning required

Note: You still need to inspect all vehicles for issues/damage before making available for sale as Audi Certified pre-owned. In addition, you need to complete the process of completing a certification request through VCAS. The CPO enrollment fee is not included in the purchase price of a Pre-Q or XU Ready vehicle.



Online Auctions

You also have the choice of participating in auctions without ever leaving your dealership by purchasing vehicles online during liveauction events. There are three different systems used for online auction sales, depending on the auction company and locations.

Manheim Simulcast—www.manheim.com

Choose from this comprehensive list of Current Simulcast Locations and their respective contacts to purchase vehicles online:

Current Simulcast Locations

Auction	City	Phone
Manheim Illinois	Bolingbrook, IL	(630) 759-3800
Manheim Atlanta	Red Oak, GA	(404) 762-9211
Manheim Central Florida	Orlando, FL	(407) 438-1000
Manheim Dallas/Ft. Worth	Euless, TX	(817) 399-4000
Manheim Pennsylvania	Manheim, PA	(717) 665-9400
Manheim New Jersey	Bordentown, NJ	(609) 298-3400
Manheim Ohio	Grove City, OH	(614) 871-2771
Manheim Riverside	Riverside, CA	(951) 689-6000

To register:

Contact the Simulcast Locations to obtain a username and password.

Log on to **http://www.manheim.com** and click "Simulcast" under the "Buy" tab. Enter username and password and click "Login," and you will be directed to the list of available auctions for that day.

Select the Audi auction you want to participate in and click on that location. You may then purchase vehicles online at that specific site.

Check out pre-owned inventory in advance before entering the auction. Click "Pre-Sales" to access vehicle details, including Condition Reports. Click "ECR" to view Electronic Condition Report.



Online Vehicle Exchange

Audi vehicles are available online through the Online Vehicle Exchange. This is not a live auction. The Online Vehicle Exchange is accessible 24/7 through http://www.manheim.com. All vehicles on the Online Vehicle Exchange, including Pre-Qualified vehicles, must undergo the Audi 300+ Point Inspection and Certification Process to become Audi Certified pre-owned vehicles. If your dealership is already a member of Manheim Online, you may access available vehicles on http://www.manheim.com.

LiveBlock

Certain ADESA locations require the use of ADESA's LiveBlock System. Go to http://www.ADESA.com/BidBuy and click the Business Registration form link at the bottom of the page to register. The short application will be sent electronically to your home auction after it is approved. You may then log in and purchase vehicles at any eligible ADESA auction.

Current LiveBlock Locations

/	Auction	City	Phone
/	ADESA Boston AA	Framingham, MA	(508) 626-7000
/	ADESA Golden Gate	Tracy, CA	(209) 839-8000
/	ADESA New Jersey	Manville, NJ	(908) 725-2200
/	ADESA Washington DC	Dulles, VA	(703) 996-1100



Auction Technical

Operations Centers

Featuring "XU Ready" vehicles, Audi's Auction Technical Operations Centers offer high-quality pre-owned Audis thoroughly inspected by trained Audi technicians using our industry-leading 300+ Point Inspection and Certification Process.

The following locations are Auction Technical Operations Centers:

Manheim Atlanta
Manheim Pennsylvania
Manheim Arena
ADESA Golden Gate
Manheim Ohio
Manheim Central Florida
ADESA Boston
Manheim Riverside
ADESA Washington DC
ADESA New Jersey
Manheim New Jersey
Manheim DFW





Remarketing Keep It Audi

The Keep It Audi program rewards dealers that purchase off-lease and company vehicles through **http://www.AudiDirect.com** at the level that provides the greatest benefit based on their unique market conditions.

Dealers may selectively leverage the opportunity to engage off-lease vehicle customers by partnering with Audi Financial Services and Audi of America to remarket off-lease vehicles rather than allowing them to go to auction.

As a result, dealers can:

- ▶ Limit the number of off-lease vehicles that go to physical auction.
- ▶ Positively influence the residual value of off-lease vehicles.
- ► Make new-vehicle leasing more affordable.

Keep It Audi rewards dealers for increasing the direct purchase percentage of their off-lease vehicle portfolio, and by achieving higher objectives, they receive greater program rewards.

Keep It Audi has two levels of program rewards:

- ► Performer: 50 to 79.9 percent of off-lease vehicle portfolio is purchased on AudiDirect.
- Champion: 80 percent or more of off-lease vehicle portfolio is purchased on AudiDirect.

The benefits that accompany the rewards include, depending on level of performance:

	Non Participating	Performer Level	Champion Level
Objective Calculation	Objective calculated quarterly base	ed on all dealer's <u>active</u> scheduled r	naturities.
Required Achievement of Overall Objective	•<50%	•50%-79.9%	*80%+
Required Achievement of Carline Group Objective	<40% by Carline Group	• 40%-69.9% by Carline Group	•70%+ by Carline Group
Carline Groups	• Group 1: A3, A4, A5, Q5, TT • Group 2: A6, A7, A8, Q7, R8		
Eligible Purchases NEW	AudiDirect Off-Lease AudiDirect company cars AudiDirect Early Terminations (9 Customer Lease Buyouts	1-365 days) – Effective Nov. 2009	
CPO Purchase Bonus (under New Car Margin/Bonus)	• <u>NOT</u> earned	•Earned	•Earned
Pricing (Grounded Vehicles) NEW	• MMR Above Average Based Pricing	• MMR Average Based Pricing	*Lesser of MMR Average or Residual
Pricing (Non-Grounded Vehicles)	• MMR Average Based Pricing +/- penetration adjustment • PDD eliminated	• MMR Average Based Pricing +/- penetration adjustment • PDD eliminated	• MMR Average Based Pricing +/- penetration adjustment • PDD eliminated
CPO Sales Bonus	*S0	•\$400	·\$800 ENHANCED
Co-Op Marketing Funds	•None	• None	•\$100 of CPO Co-Op marketing funds
Company Cars	• Access to company cars on Day 3.	• Preferred access to company cars (Days 1-2).	• Preferred access to company cars (Days 1-2).

^{*}Actual vehicle price will be adjusted based on vehicle option content, mileage and condition. MMR-based pricing is updated weekly. Subject to change.



Vehicle Availability

Days 5 & 6 allow for an "open bidding" environment of off-lease and balloon vehicles that have not been purchased during the grounded and non-grounded days. Purchases from AudiDirect on all days will count towards your dealership's Keep it Audi purchase objective.



Here are some key points about the Keep It Audi program:

- Only vehicles that are purchased via http://www.AudiDirect.com count toward meeting program objectives.
- Vehicles purchased at physical auction do not qualify for the Keep It Audi program.
- Achievement in the previous quarter establishes the reward level for the next quarter.
- Participation is voluntary, but the more a dealer participates, the greater the rewards.
- Reward levels, benefits and program requirements are subject to change on a quarterly basis.

For more details on the Keep It Audi program, consult the Keep It Audi Lease End Remarketing Program Guide.



The Certification Process

Audi 300+ Point Inspection and Certification Process

Audi has the industry's most comprehensive Inspection and Certification Process. That's the truth, not some meaningless claim that is supported by fine-point disclaimers. The most comprehensive. That's a major selling advantage to customers, because not every Audi passes inspection—only the best of the best. Each Audi Certified pre-owned vehicle passes more than 300 safety, operational, mechanical and cosmetic checks to ensure that it meets all Audi Certified pre-owned performance and inspection standards.

Some of the Inspection and Certification criteria include:

- A reconditioning to the point of an "Extra-Clean" or "Like-New" status with a near-perfect exterior and very little interior wear.
- ► Must be five model years old or newer with less than 60,000 miles on the odometer at the time of retail sale.
- Must have been in service at least four months or 4,000 miles from original in-service date.
- ► Must pass CARFAX® Vehicle History Report. Only vehicles with an approved CARFAX Report are eligible for Audi Certified pre-owned status.
- ▶ Vehicle must have an approved Certification Request in the Vehicle Certification Administration System (VCAS), and be in "Approved-Sale Pending" status prior to being offered for retail sale.

For guidance on the Audi 300+ pt. Inspection and Certification process, click the link below.

Audi Certified pre-owned Inspection and Certification Checklist/Dealer User Guide – Reconditioning Manual

Caution: The Audi CPO 300+ point checklist is to be used solely for vehicles undergoing the official certification inspection and reconditioning process as detailed in the Audi CPO Program Manual and accompanying Dealer Used Guide/Reconditioning Manual. These guides are available via AccessAudi. The checklist must never be used as a "generic" inspection checklist or used on a vehicle you do not intend to certify, such as when you are asked to "review" or "check out" a vehicle sold as either a non-CPO vehicle or for the benefit of a customer seeking to purchase a used vehicle from another source.

If an official CPO inspection is completed and a vehicle is subsequently not sold as certified due to wholesale, condition, excessive reconditioning needs, or another reason, all copies and pages of the CPO checklist should be marked "NOT AUDI CPO ELIGIBLE – VOID." A CPO checklist should never be released from the dealership on a vehicle that is not actually sold as Audi CPO.



Ineligible Data Flags

The following CARFAX data flags make a vehicle ineligible for Audi CPO:

- ► Salvage Title
- ▶ Junk Title
- ► Flood Title
- ▶ Fire Title
- ► Hail Title
- ▶ Rebuilt Title
- ► Reconstructed Title
- ► Dismantled Title
- ► Lemon or Buyback Title
- ► NAM (Not Actual Mileage) Title
- ▶ Potential Odometer Rollbacks If a more recent odometer reading is less than an older reading, then the odometer may have been tampered with and "rolled back." CARFAX analyzes the mileage history to indicate a potential odometer rollback.
- ▶ Inconsistent Mileage Reading Flag If a more recent odometer reading is less than an older reading, then the odometer may have been tampered with and "rolled back." CARFAX analyzes the mileage history to indicate a potential odometer rollback or inconsistent mileage reading.
- ► Verified Odometer Rollbacks
- ► Frame Damage Reported
- Taxi Use Flag
- Grey Market Vehicle
- ► Auto Recycler Record
- ► Total Loss Vehicle

If there are any open Campaigns/Updates, the vehicle may be certified after the Campaign/Update is completed and reported. All Campaigns/Updates must be completed regardless of whether or not a vehicle is still in or out of the New Vehicle Limited Warranty. If you have any questions regarding certification, please contact your Regional Certified pre-owned Manager.

➤ The assurance that accompanies a CARFAX Vehicle History Report is a key element in the promise that Audi carefully considers and evaluates a vehicle's history before submitting it to the 300+ Point Inspection and Certification Process. You can visit the CARFAX Web site at http://www.carfaxonline.com, or via the Certified pre-owned section of http://www.AccessAudi.com under <Related Sites>.



Audi Certified pre-owned Eligibility

Audi of America reserves the right to deny Audi Certified pre-owned certification. Do not offer an Audi Certified pre-owned vehicle for retail sale until the Vehicle Certification Administration System (VCAS) updates show "Approved-Sale Pending" (ASP) status.

A vehicle is not eligible for Certification if:

- ► There was any major structural damage.
- ► The vehicle was ever reported as totaled.
- ► The vehicle is identified with an "S" (stolen) or "T" (totaled) status in ElsaWeb.
- AudiDirect/Auction purchases with declared unibody/frame damage.
- ▶ The vehicle was subject to a cash settlement by Audi of America.
- ► The vehicle was repurchased or replaced by Audi of America, regardless of title status.
- ► The VIN and plates/paperwork do not match.
- ► The mileage showing on the odometer is different than the actual mileage.
- ► The vehicle does not have a CARFAX history report.
- ► The title is branded.
- Aftermarket modifications have been performed (for example, chassis, body or engine performance chip).
- ▶ The vehicle has an extensive or unreasonable service history.
- Warranty Keys within ElsaWeb indicating adverse warranty coverage within a vehicle's lifetime (Chip Tuning, Motor/Vehicle Tuning, Buybacks, Cash Settlements, Trade Assist and Vehicle Totaled). See pg. 23 for further information on Warranty Keys.



After a vehicle meets all the required criteria, it undergoes the 300+ Point Inspection and Certification Process to become Audi Certified pre-owned. Listed below is a sampling of what components are covered under this inspection:

Covered Components

- ► Safety Equipment Function
- ► Engine Electrical/Engine Mechanical
- ▶ Road-worthiness/Test-Drive
- ▶ Brakes, Steering and Suspension Systems
- ▶ Vehicle Diagnostic/Operating Systems
- ▶ Body Work Fit-and-Finish
- ▶ Body Construction
- ► Interior/Exterior Lighting
- ► Window Glass Integrity
- ▶ Wheels and Tires
- ► Interior Trim Integrity
- ▶ Interior Upholstery and Carpeting
- ▶ Lubrication, Filters and Fluids
- ► Emission Control Equipment Checks
- ► Overall Cosmetic Condition
- Appearance

Inspection and Certification Audits

To ensure the Audi CPO program's integrity is maintained and the quality of vehicles being represented as Audi CPO is consistent with the program guidelines, Audi of America conducts quarterly audits of each Audi dealer. The audit process involves selecting a sample of vehicles in dealer inventory that have been enrolled in the program. Third-party auditors will evaluate whether the vehicles meet Audi standards by inspecting the vehicle and supporting documentation (including the 300+ point inspection checklist), verifying that an approved vehicle history report is available, and ensuring the vehicle is properly merchandised. Audit results will be reviewed with dealers by the Audi area team and/or Regional CPO Manager. Dealers with repeated failures are subject to suspension from the Audi Certified pre-owned program.





CPO Enrollment Fee MAY NOT be Passed Along to the Customer

Audi Certification and the associated warranty may not be removed from the vehicle as an element of retail price negotiations or in order to lower the selling price of a used Audi. Certification should only be removed in the event the vehicle is wholesaled, sold to another Audi dealer or sent to auction.

Similarly, Audi dealers may not certify a pre-owned vehicle during or after the sale. Pre-owned Audi models may only be represented and merchandised as "Audi Certified pre-owned" once the 300+ point inspection and enrollment process is complete, and the claim is updated with "Approved-Sale Pending" status in VCAS. Any representation that a vehicle is Certified before these steps have been completed is a misrepresentation of the product to the customer. Audi Certification must never be "up-sold" or offered as an option to the customer under any circumstance.

The value proposition that an Audi Certified pre-owned vehicle offers to the customer is a complete package, with the enrollment fee and other costs in preparing the vehicle for sale included in the selling price. The program is designed so that the vehicle price presented to the customer is inclusive of the CPO warranty and the other various benefits associated with the program. It is not a service contract or third-party warranty that can be added or deleted.

Please reference your state laws and refer to legal counsel to understand your state's specific guidelines.





A Final Note Regarding Participation in the Audi Certified pre-owned program

It is imperative that the integrity of the Audi Certified preowned program be preserved. Accordingly, dealers found to have violated the terms or the spirit of the Audi CPO program may be suspended from the program, meaning that the dealer will not be able to label their used vehicles as Audi Certified pre-owned.

Violations may occur for a variety of reasons, including but not limited to:

- Improperly certifying a vehicle
- Enrolling a vehicle that is not eligible
- Not completing the inspection and reconditioning process
- "Up-selling" a CPO warranty
- Offering the CPO qualification as an option
- ► Including or removing the CPO warranty as an element of the bargaining process
- Any other conduct that tends to diminish the value of this program, or which may otherwise subject Audi of America to unnecessary risk

Audi will conduct regular formal audits, but will also take specific cases into consideration when evaluating a dealer's continued enrollment in the CPO program. While dealers will generally be warned prior to being suspended, Audi reserves the right at its sole discretion to immediately suspend dealers from participation in this program depending on the specific facts. A first suspension will generally last for 6 months, and a second suspension for 12 months. A suspended dealer may not sell or represent vehicles as Audi CPO. A suspended dealer will also lose all benefits of the Audi CPO program and any related bonuses under Keep it Audi or Margin/Bonus.



Inspection

"Need to Knows"

ElsaWeb. Your dealership staff needs to get to know ELSA—Electronic Service Information System, it can tell you if there are any open campaigns or updates on any potential Audi Certified pre-owned vehicles as well as any information that would eliminate a vehicle from Certified pre-owned eligibility.

Your dealership staff also needs to get familiar with the Inspection and Certification Checklist. It consists of three NCR (No Carbon Required) pages and a stiff backing that makes it easier for the technician to record information and make notes. There is also a vehicle diagram for the technician to note any exterior irregularities.

Warning: Integrity and compliance in the Audi Certified pre-owned are paramount to brand success. The 300+ pt. Inspection and Certification process and enrollment must always be completed by the retailing dealer. This includes instances whereby a certified vehicle may have been traded or sold to another participating Audi dealer. Outside of XU-ready vehicles, it is a violation of the Audi Certified pre-owned program to enroll and retail a vehicle that has been through the 300+pt. Inspection and Certification process by another dealer.

If there are any open Campaigns/Updates, the vehicle may be certified after the Campaign/Update is completed and reported. All Campaigns/Updates must be completed regardless of whether or not a vehicle is still in or out of the New Vehicle Limited Warranty. If you have any questions regarding certification, please contact your Regional Certified pre-owned Manager.

Upon completion of the 300+ pt. Inspection and Certification Checklist, the following dealership personnel must sign the checklist in order for it to be deemed a complete Inspection Checklist:

- ► Certified Audi Technician
- ► Audi Service Manager
- ► Audi Certified pre-owned Sales Manager

Any items checked "No" must be thoroughly inspected by all principals to ensure that a Certified Audi Technician has repaired these items with genuine Audi parts and checked "Repaired" after the work has been completed.

The Certified pre-owned inspection and enrollment is valid for 180 days/1,000 miles. During this time, all vehicles entered into the Audi Certified pre-owned program with the intent to be retailed as Audi Certified pre-owned are prohibited from being driven as a dealer demo outside of customer test drives. Vehicles not retailed within this period must be re-inspected and a new certification request must be entered into VCAS.



Warranty Keys

Initial Warranty Key Check for CPO Candidates in ElsaWeb

As part of the initial evaluation to determine eligibility of a vehicle for the Audi CPO program, the VIN must be entered into ElsaWeb to ensure no warranty keys exist that disqualify a vehicle from consideration. Any VIN with a warranty key that indicates modifications, tuning, and/or denotes restricted coverage is not eligible to be enrolled in the Audi CPO program. In addition, vehicles not displaying an ineligible key at the time of enrollment that are subsequently flagged are subject to removal from the CPO program.

Examples of warranty keys that deem a vehicle ineligible for CPO include, but are not limited to:

Warranty Key	Models
T10 Motor Tuning	Engine altered
T23 Chip Tuning	ECM chipped; affects powertrain
TD1 Vehicle Check Code	Unauthorized ECM modification (tuning)
T26 Exhaust Tuned	Non-OEM exhaust on vehicle
T40 Running Gear Tuned	Differential changed, gear ratio altered, suspension changed, wheels non-OEM, brakes/rotors modified
T50 Changed Vehicle Body	Outside panels changed and/or altered
T68 Changed Interior	Non-OEM interior panels and/or trim
T90 Changed Instrument	Non-OEM cluster, added instrumentation
USB Buyback or Trade Assist	Various technical concerns
UST Vehicle totaled/without warranty	All systems

"USB" – Buyback, Trade Assist, Cash Settlements (CPO Ineligible)

In an effort to clearly identify vehicles that have been excluded from CPO eligibility due to a history involving a buyback, trade assist or cash settlement, the warranty key "USB" will appear. Any vehicle that was repurchased or replaced by Audi of America, regardless of title status, is ineligible for CPO. Trade assist vehicles and cash settlements may be excluded dependent upon the history of the vehicle.

Any VIN bearing a USB warranty key is not eligible to be enrolled in the Audi CPO program.

As a reminder, VINs without warranty keys must still be checked for eligibility. Checks that are to be performed include a CARFAX report, title check, etc. to ensure the vehicle is eligible per the program rules detailed in the CPO Program Manual before continuing with the CPO process.



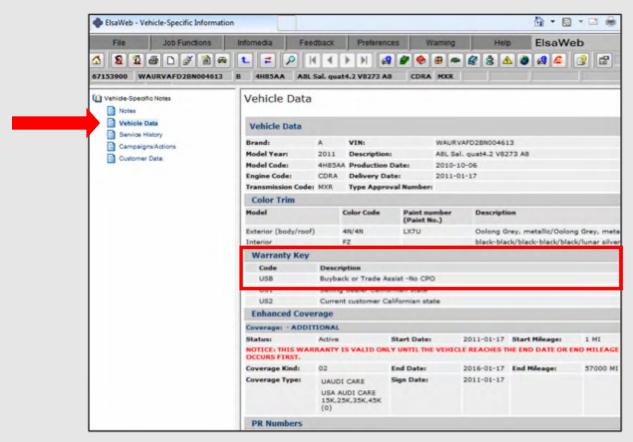
ElsaWeb Printout Requirement

Audi Certified pre-owned program guidelines require that an ElsaWeb printout be placed in the deal jacket and/or service file, documenting that no ineligible warranty keys exist and that all campaigns/actions have been completed and closed prior to a vehicle being offered for sale as CPO. The ElsaWeb printout is part of the documentation requirements that are reviewed during quarterly CPO dealer consultation visits.

How to view Warranty Keys in ElsaWeb:

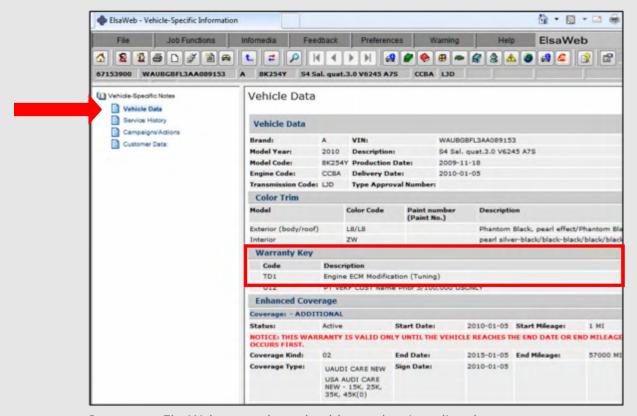
- ▶ Login to ElsaWeb, click on "Vehicle Specific Information"
- ► Enter the VIN, click OK
- ▶ Click on "Vehicle Data" and review the list of warranty keys displayed.
- ▶ If any warranty keys exist that indicate alteration, restricted warranty or other CPO ineligibility, the vehicle may not be enrolled in the Audi CPO program.

The screenshots below identify where warranty keys are displayed on the "Vehicle Data" tab:



Important: ElsaWeb screenshots should never be given directly to a customer.





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Audi



1 Dealer and Vehicle Inform	atio	n					
Dealer Name					Dealer Num	iber	
Model			Ye	ar	Color Mileage		
VIN CONTRACTOR CONTRAC		ΠГ	$\neg \vdash$	$\neg \Box$	Inspection I		
	[<u></u>	
Audi Certified pre-owned Technician Name – Pr	int				Tech Code Repair Order Number		
Important: The following information must be	comple	tod for	the yeh	iclo to bo	considered for the Audi Certified pre-owned program.		١Ш
Caution: Audi of America reserves the right to d Vehicle Certification Administration System (VC	eny Au	di Certif	ied pre-	owned cer	rtification. Do not offer an Audi Certified pre-owned ve	ehicle for retail sale	until the
	A3) upo	Jaces Sii	ow Ap	proveu-sai	e pending status.		
1.1 Audi Achtungs (Stops!) If any of the following answers are NO, the vehicle of	annot	be enrol	led			4	
in the Audi Certified pre-owned program.							
Yes No Has the vehicle passed the CARFAXI Vehicle (See CPO Manual for ineligible data flags)	History	Report a	nd has m	ileage been	verified as actual?		
Has the vehicle been in operation at least 4 mo	onths o	r have a r	minimur	m of 4,000			<u> </u>
Is the vehicle 5 model years old or newer with Is the vehicle free from current or evidence of	f past a	fter mar	ket mod	difications?	(Free from chassis,	Rear	
body, electrical, or engine performance modi modifications. Dealer installed OEM accessor	fication	is; free fi	rom AN'	Y chip or w	heel and tire		
Is it certain the vehicle does not have an exten	sive or	unreasor	able se				E
Is the unit's history free from any Manufactur							
1.2 Pre-work					Left Side		
Performed in service bay. Attach exhaust hose and s		hicle en	gine fo	r power.			
Does the paperwork match the VIN and veh Is the model year of the vehicle confirmed?						9	200
Maintenance record booklet is present							
■ Warranty booklet/owner's manual is preser							
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Are all services up to date and reflected in t and maintenance being performed during t	he mai						
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2 Interior of Vehicle Continu	ed				
2.4 Right Rear Interior Inspect and check the operation and/or condition of the following items:	Meet Yes		equiremer Repaired		2.5 Right Front Interior Inspect and check the operation and/or condition of the following items: Yes No Repaired N/
Right rear interior trim and door handle	Tes		П		Right front interior trim and door handle
Right rear power window Right rear seat heater and ventilator	Н	-H	H	H	Right front vanity mirror/light
Right rear carpet, floor mat, and footwell (Does the					Right front seat controls/power
mat securely fasten to its retainers and is the mat free from holes or curling? Aftermarket floor mats					Right front controls/vents
should be replaced with OEM floor mats only.)					Right front seat heater and ventilator
Right rear safety belt Right rear seat cushion and cover					Right front airbags
Right rear headrest, headrest release, and headliner	H	H	Н	H	Glove box, lock, and light Right front carpet, floormat, and footwell (Does the
Right rear door lights/reflector Right rear window sunshade				Я	mat securely fasten to its retainers and is the mat
Right rear airbag	Н	Н	Н	H	free from holes or curling? Aftermarket floor mats should be replaced with OEM floor mats only.)
Right rear headliner assist handle					Right front safety belt/height adjuster
					Right front seat cover and cushion Right front headrest, headrest release, and headliner
					Right front door lights/reflector
					Right front headliner assist handle
3 Exterior of Vehicle					
3.1 Front Exterior Inspect and check the operation and/or	M	e And: P	equiremer	nte.	3.4 Rear Exterior Inspect and check the operation and/or Meets Audi Requirements
condition of the following items:	Yes		Repaired		condition of the following items: Yes No Repaired N/
Front bumper					Rear end and tailgate paint
License plate bracket and filler panel (Correct bracket installed for buyer's state?)					Rear Audi emblem and tailgate trim
Park sensors (if equipped)					Rear window defrost element
Front headlight lens Headlamps high/low beam	Н	H	Н	H	Rear camera (if equipped)
Marker lights and turn signals	Ħ	Ā	Ā		Trunk seal
Parking and hazard lights Fog lights (where applicable)	Н	H	H	H	Trunk/luggage compartment light
Headlamp washer spray heads and covers					Roadside kit present (where applicable)
Audi emblem Grille condition	Н	H	H	H	Removable cargo cover
Lower right fascia grille	Ĭ	Ī			Rear parking, reverse, fog, hazard, and tail lights
Front tow eye cover Lower center grille	Н	H	H	H	Rear marker lamps and turn signals
Lower left fascia grille	Ħ	ğ	ğ		High-center third brake light
Front hood condition and paint condition Front end alignment of panels (gaps)	Н	-H	Н	H	Rear bumper Rear exterior trunk release
Windshield glass (Proper glass for function of all vehicle features? Must be properly installed.)					License plate bracket and light
Windshield wipers					Rear window wiper Rear window wiper arm
Windshield wiper arms Windshield washer spray heads	П				Rear window washer/spray head
Hood release latch operation	Н	Н	Н	H	Boot cover (Cabriolet/Roadster)
Hood struts Audi Advanced Key					3.5 Right Rear Exterior Right rear quarter panel alignment and paint
3.2 Left Front Exterior	ш	ш	Ш	Ш	Right rear panel trim pieces and moldings
Remote entry					Fuel door, rubber stops, and fuel cap Right rear back window glass
Left front fender alignment and paint Left front side turn indicator light	П	-R	$-\Box$	H	Right rear quarter window glass
Left A-pillar	H		H		Right C-pillar Right rear side rocker panel and trim
VIN plate Left front side mirror housing and glass	R				Right rear door window trim and moldings
Left front door panel alignment and paint					Right rear door window glass Right rear door paint and gap alignment
Left front body moldings Left front window glass	H	H	\mathbb{H}	H	Right rear exterior door handle
Left front window trim	Ħ	Ħ	Щ	Ħ	Right rear child lock Right rear sill plate
Driver exterior door handle Driver door lock cylinder (auto up/down/lock)	H	H	Н	H	Right rear door hinge and alignment
Left front door hinge and alignment	Ħ	Ħ	Ħ		3.6 Right Front Exterior
Left front door seals Left front sill plate	H	H	H	H	Right B-pillar
Left front door side molding	Ħ	Ħ	Щ	Ħ	Right front door panel paint and gap alignment Right front exterior door handle
Left front side rocker panel and trim Left B-pillar	H	H	Н	H	Right front door lock
3.3 Left Rear Exterior		J]]	Right front sill plate Right front door hinge and alignment
Left rear door panel alignment and paint					Right front door seals
Left rear door side molding Left rear body moldings	R	R		П	Right front side rocker panel and trim
Left rear side rocker panel and trim	Н	Н	Н		Right front window trim and moldings
Left rear door window trim and moldings	F				Right side mirror housing and glass Right A-pillar
Left rear door window glass Left rear exterior door handle	H	H	H	H	Right front marker light
Left rear child lock	Ħ	Ħ	Ħ	Ħ	Right front trim pieces and moldings Right front fender alignment and paint
Left rear door hinge and alignment Left rear door seals	H	H	H	H	
Left rear sill plate	Ħ	Ĕ		Ħ	3.7 Top Exterior
Left C-pillar Left rear quarter window glass	H		H	H	Sunroof glass and seals (test for leaks)
Left rear back window glass	Н	Н	Щ	Ħ	Roof antenna/SIRIUS"/Nav housing Convertible top (Cabriolet/Roadster)
Left rear back window glass Left rear back window defrost element	_=				



					4.2 Cooling System				
4.1 Engine		Audi Req			4.2 Cooling System Inspect and check the operation and/or	Mosts A	udi Dae	quireme	
Inspect and check the operation and/or condition of the following items:	Yes		Repaired		condition of the following items:	Yes		Repaired	
Under hood insulation		Ü.	П	Ϋ́	Engine coolant reservoir cap				
Engine compartment labels – EGR/PCV					Engine coolant level Cooling system pressure test (Check for leaks)	H	H	H	
Tire pressure and recommended fuel label					Radiator hoses upper/lower & heater hoses	H	H	H	
Covers – engine compartment/cowl cover/emblems	H	Н	Н	Н	Cooling fan	Н	П	П	
Power steering, engine oil, and washer reservoir caps Check for water in oil (Check underside of oil filler cap)	H	H	H	H	Cooling fan motor				
Fuel injection system, fuel filter/lines					Radiator cap	Н	Н	Н	
Throttle linkages /"E-Gas" (or throttle by wire)					Radiator/thermostat Upper core support, radiator housing	H	H	H	
Air filter – Check for oil (Replace if aftermarket or excessively dirty)					Water pump/belts (noise/leaks)	H	H	Н	
Dust and pollen filter (HEPA)	$\overline{\Box}$	П	\Box		Test coolant for protection temperature				
Accessory belt					4.3 Transmission				
Timing belt/chain (per maintenance schedule)	H	Н	Н	Н	Transmission system condition Transmission fluid auto/manual (leakage check)	H	H	Н	
Power steering pump/hoses Power steering fluid level	H	Н	Н	H	4.4 Electrical System	Ш	ш	ш	
Windshield washer fluid level					Battery condition – location varies by model				
Check all hoses for air and fluid leaks					Alternator charging (warning light)	H	H	H	
Check oil on dipstick for level and condition	H	\mathbb{H}	Н	H	Inspect all harnesses for abnormal wear and tear				
Engine mounts (top area) All engine and transmission seals and gaskets	H	H	H	H	4.5 Brake System				
A/C compressor/lines/condensor	Ħ	П	П		Brake fluid reservoir cap				
•	_			_	Brake fluid level / condition				
					Brake master cylinder and booster	Ш	Ш		
5 Road Test									
5.1 Engine, Drivetrain and Operation	on				5.1 Engine, Drivetrain and Operation	on Cor	ntinu	ıed	
Inspect and check the operation and/or		Audi Req	uiremen	ts	Inspect and check the operation and/or	Meets A	udi Rec	quireme	nts
condition of the following items:	Yes	No F	Repaired	N/A	condition of the following items: Brakes (operation/noise/pulling/pulsating)	Yes	No	Repaired	1
Starter operation/starting (cold/hot)	Н	Н	Н	Н	ABS function				
Fuel pump noise Engine performance idle/noise/vibrations	H	H	H	H	Steering/tracking/pulling/play in the wheel				
Smooth acceleration/deceleration	П	Ħ	Ħ		Suspension noise/performance Vehicle ride, vibration, and overall driveability	H	H	H	
Transmission and shift points					Speedometer, odometer, and trip function	H	Н	H	
Transmission/transaxle noise (cold/hot) Shift interlock	H	Н	Н	Н	Navigation system DVDs/CDs present and function				
Clutch operation	H	Н	Н	H	Ride, wind, door noise, rattles, etc.				
Exhaust noises/odors					Test all Driver Assist features including, but not limited to ACC Side Assist, LDW, Head up Display, Camera, and Park Assist.	,			
6 Under the Vehicle									
6.1 Undercarriage Inspect and check the operation and/or	Meets	Audi Req			6.4 Tires and Wheels Inspect and check the operation and/or condition of the following items:	Meets A			
Inspect and check the operation and/or condition of the following items: Bumper flanges and brackets	Meets A		uiremen Repaired		Inspect and check the operation and/or condition of the following items: Wheels: Approved size*/match/finish/free of damage	Yes		Repaired	
Inspect and check the operation and/or condition of the following items: Bumper flanges and brackets Frame spot welds and seams (cracked or stressed)					Inspect and check the operation and/or condition of the following items: Wheels: Approved size*/match/finish/free of damage Tres: Approved size & spec.**/match/inig brand (4)/free of damage	Yes	No	Repaired	
Inspect and check the operation and/or condition of the following items: Bumper flanges and brackets Frame spot welds and seams (cracked or stressed) Sheet metal (deformities)					Inspect and check the operation and/or condition of the following items: Wheels: Approved size*/match/finish/free of damage Tres: Approved size & spec. **/matching brand (4)/free of damage Record: Tread depth (5/32 or better)/pressure/size, speed & load rating/DOT #	Yes	No I	Repaired	1
Inspect and check the operation and/or condition of the following items: Bumper flanges and brackets Frame spot welds and seams (cracked or stressed) Sheet metal (deformities) Water damage evidence Front sub-frames					Inspect and check the operation and/or condition of the following items: Wheels: Approved size*/match/finish/free of damage Tires. Approved size & spec.**/matching brand (4)/free of damage Record: Tread depth (5/32 or better)/pressure/size, speed & load rating/DOT # * Only OEM Audi wheels are acceptable. Wheel spec	Yes	No I	Repaired	1
Inspect and check the operation and/or condition of the following items: Bumper flanges and brackets Frame spot welds and seams (cracked or stressed) Sheet metal (deformitles) Water damage evidence Front sub-frames Front side aprons					Inspect and check the operation and/or condition of the following items: Wheels: Approved size*/match/finish/free of damage Tres Approved size & spec.**/matching brand (4)/free of damage Record: Tread depth (5/32 or better)/pressure/size, speed & load rating/DOT # Only OEM Audi wheels are acceptable. Wheel spec placard located on vehicle ** Only OEM or OEA tires are acceptable. Tire specifics	Yes	No	Repaired	ti m
Inspect and check the operation and/or condition of the following items: Bumper flanges and brackets Frame spot welds and seams (cracked or stressed) Sheet metal (deformities) Water damage evidence Front sub-frames Front side aprons Center support bearing (quattro* driveshaft)					Inspect and check the operation and/or condition of the following items: Wheels: Approved size*/match/finish/free of damage Tres: Approved size & spec.**/matching brand (4)/free of damage Record: Tread depth (5/32 or better)/pressure/size, speed & load rating/DOT # * Only OEM Audi wheels are acceptable. Wheel spec placard located on vehicle ** Only OEM Or OEA tires are acceptable. Tire specifics match tire placard located on vehicle. Snow tires must	Yes Yes Cifications Attions (include remove)	No	Repaired match g spare)	ti m sp
Inspect and check the operation and/or condition of the following items: Bumper flanges and brackets Frame spot welds and seams (cracked or stressed) Sheet metal (deformitles) Water damage evidence Front sub-frames Front side aprons					Inspect and check the operation and/or condition of the following items: Wheels: Approved size*/match/finish/free of damage Tires: Approved size & spec. **/matching brand (4)/free of damage Record: Tread depth (5/32 or better)/pressure/size, speed & load rating/DDT # * Only OEM Audi wheels are acceptable. Wheel spec placard located on vehicle ** Only OEM or OEA tires are acceptable. Tire specific: match tire placard located on vehicle. Snow tires must liner Middle Outer Pressure Size	Yes	No	Repaired	ti m sp
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Vehicle Certification

Administration System (VCAS)

Site Overview

Audi's Vehicle Certification Administration System (VCAS) is the online portal used to manage and maintain your CPO inventory. It allows you to quickly and easily request certification for a vehicle to be sold as Certified pre-owned, modify or cancel a previous request, or request an unwind or late sale. You may also use VCAS to review the parameters of the current or previous Certified pre-owned programs and view, print or export a variety of helpful reports.



Accessing VCAS

- 1. Log in at http://www.AccessAudi.com.
- 2. Choose the Certified pre-owned tab.
- 3. On the Certified pre-owned page, click the Vehicle Certification Administration System (VCAS) link under <Related Sites>. This will take you to the system's opening page. There is no need to log on a second time.



Logging Off



Click the Logout button found at the top right on each page. This will log you out of VCAS, close the window and return you to the **http://www.AccessAudi.com** site.

Returning to the Opening Page



Clicking the Home button, located next to the Logout button at the top right of each page, will return you to the VCAS opening page.

Your Four VCAS Portals

You will use one of these four tabs to perform functions on VCAS. They are located at the top of each page.



Takes you to the Vehicle Certification Request page to enter a certification request.



Takes you to the Certification Inquiry page to view, modify or cancel previously entered certification transactions.



Takes you to the Program Parameters page to view the rules of the current or previous Certified pre-owned programs.



Takes you to the Reports Menu page where you may select a variety of reports to view, print or export to your computer.

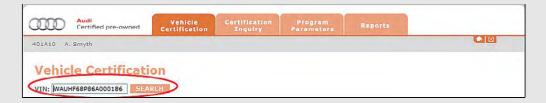




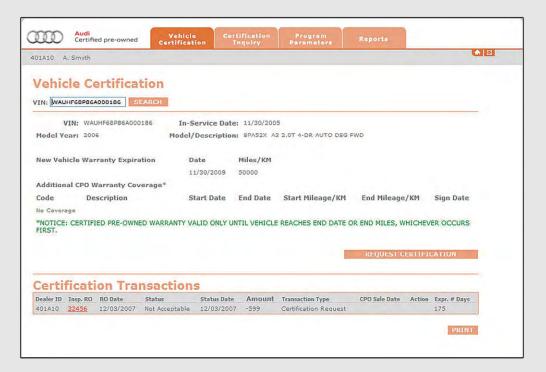
The Certification Request

Processing a Vehicle Certification Request

1. Click on the Vehicle Certification tab at the top of the page.



- 2. Enter the VIN, then press the Search button. This will bring up the information on the vehicle you specified.
- 3. Double-check the vehicle information displayed to ensure the VIN entered is correct, then click the Request Certification button at the bottom of the page.

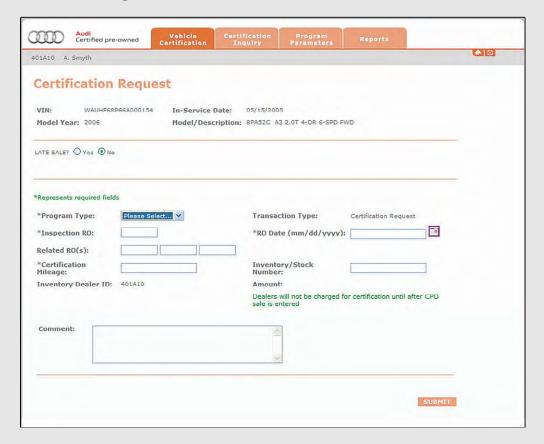








- 4. Complete the requested information. (Required information Program Type, Inspection RO, RO Date and Certification Mileage are indicated by an asterisk.)
- 5. Click the Submit button.
- 6. If there are no errors, the system will automatically update the vehicle's status to Approved—Sale Pending.





Certification Request Tips and Reminders

- ▶ Use mm/dd/yyyy format when entering dates.
- ▶ There may be **only one** open Certification Request for a vehicle at any time. If there is already a request for the vehicle in Not Acceptable, Corporate Review or Approved–Sale Pending status, you will not be able to create a second request. Instead, you will need to modify the existing request or cancel it and create a new request.
- **Errors** will be shown on the request page in red and in a pop-up message.
- ▶ If the Certification Request is in Not Acceptable status due to an open Campaign/Update, you must submit the Certification for Corporate Review after the repair claim has been entered in SAGA and is approved. Refer to page 38.
- ▶ If the request fails validation or does not meet eligibility requirements, the system will automatically update the status to Not Acceptable. You may then either correct the error(s) or submit the request for corporate review.
- A warning will be shown if you attempt to exit the page before you've submitted your request. This is true for all VCAS transactions.
- ► Dealer will not be charged the certification enrollment fee until after a CPO sale is entered. A Vehicle Certification Request itself will **not** trigger a charge.
- ► Ensure CPO vehicles are promptly entered into VCAS prior to being offered for retail sale. This helps ensure maximum visibility of your inventory on http://www.audiusa.com and third-party auto research sites that Audi partners with.

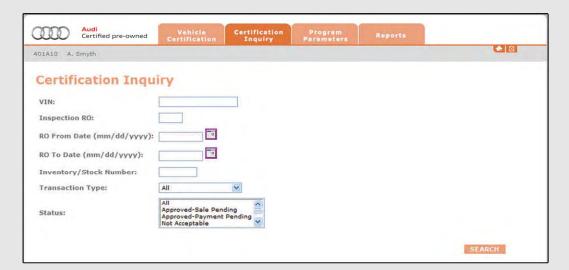


Inquiring on a Previously Submitted Request

VCAS allows you to access one or more previously submitted requests for certification. This is also the function used to modify or cancel a submitted request.

To Access Previously Submitted Requests

- 1. Click on the Certification Inquiry tab. This will bring up the Certification Inquiry page.
- 2. Enter **one or any combination** of the following:
 - VIN.
 - ▶ 5-digit **repair order number** of the certification transaction (Inspection RO).
 - ► The vehicle's **inventory or stock number**.
 - ▶ RO Date Range: Enter the earliest date for "RO From Date" when you want to search for certification transactions using the pop-up calendar or mm/dd/yyyy format. Note: When using this inquiry method, you must also include an "RO To Date." If you want to limit your search to a single day, enter the same date in the RO From Date and the RO To Date boxes.
 - ► Transaction Type: Choose a specific type of transaction, or leave the default "All" to view all transactions. You may use this search method on its own or combine it with RO date parameters.
 - ► **Status:** Choose a specific transaction status, or leave the default "All" to view the transactions in all statuses.
- 3. Click the Search button.









Tip: Only 500 records may be displayed at one time. If your search retrieves more than 500 records, narrow the parameters to reduce the number of records retrieved.

To Modify a Previously Submitted Request

Only requests that were deemed "Not Acceptable" may be modified (all other requests will be retrieved as display only).

To modify a "Not Acceptable" request:

- 1. Follow the steps for calling up a previously submitted request.
- 2. When the data comes up, click on the RO number. This will bring up the transaction.
- 3. Make the necessary changes and click the Submit button. The following fields may be changed:
 - ▶ RO Date
 - ► Related RO(s)
 - ► Certification mileage
 - ► Inventory/Stock Number
 - ▶ Additional comments may be added up to 200 characters



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4. Click the Submit button.

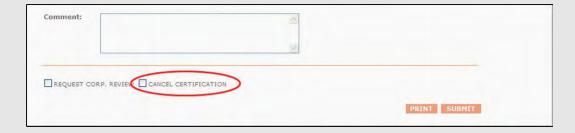


To Cancel a Previously Submitted Request

Only requests that are in Approved–Sale Pending or Not Acceptable may be cancelled.

To cancel a previously submitted request in Approved–Sale Pending or Not Acceptable status:

- 1. Follow the steps for calling up a previously submitted request.
- 2. When the data comes up, click on the RO number. This will bring up the transaction.
- 3. Check the Cancel Certification Request box at the bottom of the page.
- 4. Click the Submit button.





Previously Submitted Request Tips and Reminders

- ► Clicking on the **Program Type** on the Certification Request page will bring up a pop-up window showing you the program parameters in effect at the time of the certification request.
- Near the bottom of the Certification page, there is a **plus sign** next to Status. Clicking this will expand the list to view the status history of the transaction.
- You may only modify transactions entered by your dealership. Any **transactions entered by another dealership** will appear as view-only.
- ▶ If a vehicle was **previously submitted** for certification through VCAS, the system will retrieve the list of transactions, with the most recent shown at the top of the list.
- Multiple search results are shown in a table. Clicking on the table headings will change the display to a sort based on the heading you selected. You will see an arrow next to the heading, indicating whether the sort is in Ascending or Descending order. Clicking the heading again will reverse the sort order.
- ▶ If no transaction meets the entered criteria, the table will not be displayed.
- ▶ Retrieved data may be exported to an Excel file by clicking the **Export button**. Just choose whether you want to open the file or save it to your computer.
- ► Click the **Print button** to print the search results displayed on the screen. You may have to adjust the margins (to 0.25" top, bottom and sides) in order to print the complete search results onto a single page. Results will be printed in Portrait format.







Requesting Corporate Review

A "Corporate Review" would need to be requested if a vehicle is currently in "Not Acceptable" status for a reason such as needing a campaign completed. Once the campaign has been completed and the claim submitted and approved in SAGA, submit for "Corporate Review" to request the vehicle be moved from "Not Acceptable" status to "Approved Sale-Pending."

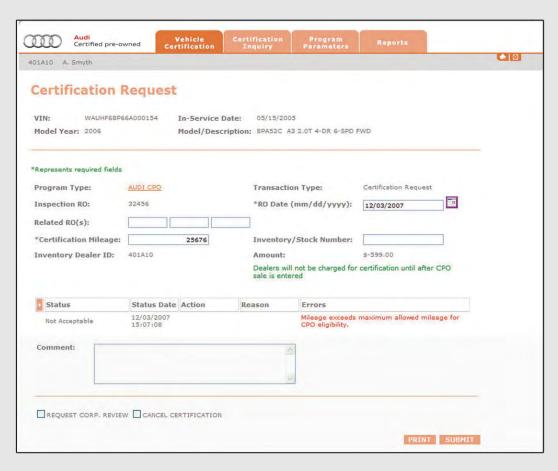
- 1. Click on the Certification Inquiry tab.
- 2. Enter **one** of the following:
 - ► VIN
 - ▶ 5-digit repair order number of the certification transaction (Inspection RO) or
 - ► The vehicle's inventory or stock number
- 3. Click the Search button. This will bring up the list of Certification Requests.







4. Find the desired transaction and click the RO number link. This will bring up details of the transaction.



- 5. Click the Request Corp. Review box at the bottom of the page.
- 6. Choose the appropriate reason from the drop-down box. (You may also add clarifying comments if desired.)
- 7. Click the Submit button.





Corporate Review Tips and Reminders

- ▶ Please allow up to two (2) business days for corporate review, then use the "Inquiring on a Previously Submitted Request" function to check on the status of the review. The request will either be approved or rejected. If approved, the vehicle's status will change to Approved–Sale Pending and the sale may be entered.
- ► In addition to clicking the RO number on the Certification Inquiry page, you may also call up the transaction by clicking on the **Inspection RO number** on the Vehicle Certification page.







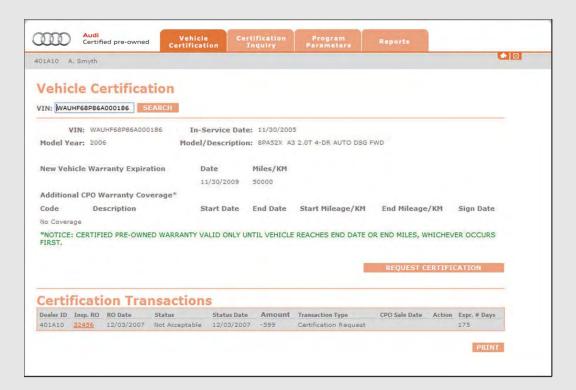
Requesting an Unwind (Reinstatement)

A Certification Request may only be unwound when it is in Approved–Payment Pending or Paid status.

Requesting an Unwind follows the same steps as requesting a corporate review.

To request an Unwind of an Approved–Payment Pending or Paid certification:

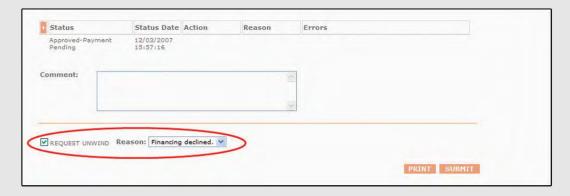
- 1. Click on the Certification Inquiry tab.
- 2. Enter one of the following:
 - ► VIN
 - ▶ 5-digit repair order number of the certification transaction (Inspection RO) or
 - ▶ The vehicle's inventory or stock number
- 3. Click the Search button. This will bring up the list of Certification Requests.
- 4. Find the transaction you want and click the RO number link. This will bring up details of the transaction.







- 5. Check the Request Unwind box at the bottom of the page.
- 6. Choose the appropriate reason from the drop-down box. (You may also add a comment if you wish.)
- 7. Click the Submit button.



Unwind Tips and Reminders

- Like a Corporate Review Request, allow up to two (2) business days before using the Inquiry function to **check on the resolution** of your request for Unwind.
- ► If your request is approved, the system will automatically add an action of unwound. A **fee transaction** will also be created to charge an administrative fee for processing the Unwind request.
- ▶ In all transactions showing **dollar amounts**, a minus indicates a charge to the dealer.





Requesting A Late Sale

A late sale is defined as a sale of a Certified pre-owned vehicle that has a CPO sale date in the past but has not been reported in AIM, and does not have an open Certification Request in VCAS. Please remember that once the late sale has been approved in VCAS, the sale must be reported in AIM. Follow the same steps used for processing a Certification Request, which are:

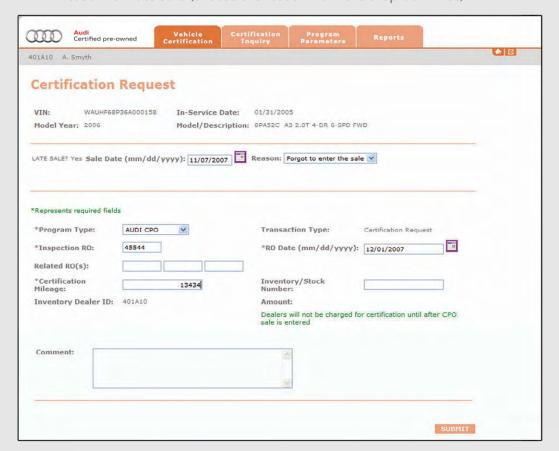
1. Click on the Vehicle Certification tab at the top of the page to bring up the Vehicle Information Request page.



- 2. Enter the VIN of the vehicle to be certified and click the Search button.
- 3. After the vehicle information appears, verify that it is the correct vehicle, then click the Request Certification button. This will bring up the Certification Request page.

Then:

- 4. Click the Late Sale "Yes" button, then complete the requested information:
 - ► CPO Sale Date (use the mm/dd/yyyy format).
 - ▶ Reason for Late Sale (choose the reason from the drop-down list).







- 5. Click the Request Late Sale button.
- 6. Provide the remaining information requested. Required information is identified by an asterisk.
- 7. Click the Submit button.
- 8. Once the Certification Request is approved by corporate personnel, the sale must be reported in AIM with the same CPO Sale Date as used in Step 4.



Late Sale Tips and Reminders

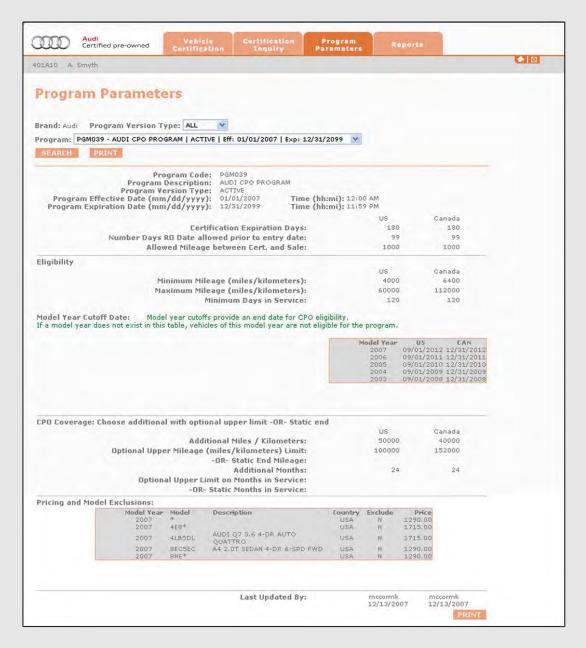
- ▶ **CPO Sale Date** is the date the Certified pre-owned vehicle was sold to the customer, *not* the date you are reporting the sale.
- ▶ **Comments** may be entered up to a maximum of 200 characters.
- ▶ Please remember that once the late sale has been approved in VCAS, the sale must be reported in AIM.
- ► The sale may not be punched in AIM if the sale date and reported dates are greater than 90 days apart. If the reported date is greater than 90 days after the sale date, a late sale must be requested.





Viewing Program Parameters

VCAS allows you to review the parameters of both current and previously offered Certified pre-owned programs. To review a program:



- 1. Click on the Program Parameters tab at the top of the page.
- 2. Using the Program Version Type drop-down box, select Active, Expired or All programs.
- 3. Using the Program drop-down box, select the program you want to review.



- 4. Click the Search button. This will bring up complete parameters for the Certified pre-owned program selected. Information provided includes:
 - ► Eligibility parameters
 - ► Model year cut-off dates
 - ► CPO coverage
 - ▶ Pricing and model exclusions

Program Parameters Tips and Reminders

- When you open the Program Parameters page, the brand associated with your **Dealer ID** will be displayed. If you are a dual dealer with both Audi and Volkswagen brands under the same Dealer ID, use the Brand drop-down box to select the desired brand.
- Some models may be excluded from Certified pre-owned programs. This will be indicated by a "Y" next to the vehicle description in the price and model exclusions table.
- ► You may also view Program Parameters applicable to a specific Certification Request by clicking on the Program Type link on the Certification Request screen.



Reports

You may review, print and save a variety of helpful reports through VCAS. All reports are called up in the same manner.



To call up a report:

- Click on the Reports tab at the top of the page.
- On the Reports Menu, choose the report you wish to run.
 This will bring up the Report Request page.
- ▶ On the Report Request page, provide the criteria requested.
- Click the Produce Report button at the bottom of the page.

Available VCAS Reports

Certified Inventory Report

Displays the vehicles in a dealer's inventory that have been certified and are available for sale as Certified pre-owned vehicles.

Aged Inventory Report

Displays certified vehicles that have been in a dealer's inventory for a specified amount of time.

Late Sales Report

This report shows VINs in Approved-Payment Pending or Paid Status, which are Late Sale Approved. Those in Paid Status have been reported in AIM. VINs in Approved-Payment Pending status either need to be reported in AIM or are awaiting processing. Allow for approximately one week after reporting the sale in AIM for the claim to update to Paid Status.



Available VCAS Reports (continued)

Unwinds Report

Displays sales of Certified pre-owned vehicles that were reinstated (the sale was cancelled).

Denied Certification Requests by Reason Report

Displays a list of Certification Requests that were denied by the system or corporate personnel. The list is sorted by reason for denial.

Days Between Certification Request and Sales Entry Report

Displays Certification Request and Sale dates for vehicles, and the total number of days in the period between request and sale.

Days Between RO Date and Certification Request Report

Displays the date of the Repair Order and the date the Certification Request was entered for vehicles, and the number of days in the period between RO and request.







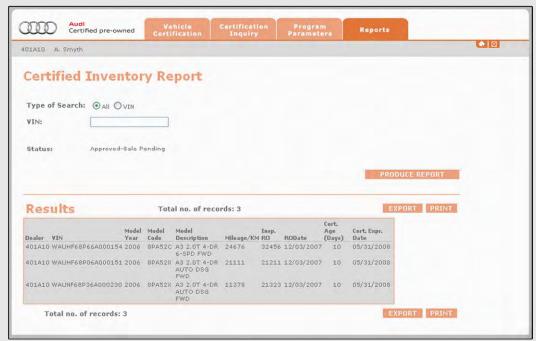
Certified Inventory Report

Available criteria:

Type of Search: Choose to search all vehicles or a single VIN.

VIN: Enter the VIN to search for a single vehicle









Aged Inventory Report

Available criteria:

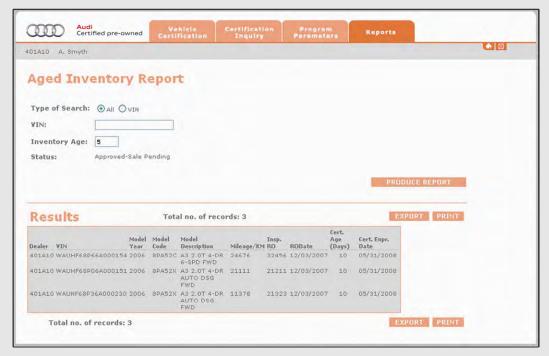
Type of Search: All vehicles.

Inventory Age: Enter the minimum number of days a vehicle must be

in Certified Pre-owned inventory in order to appear on

the report.









Late Sales Report

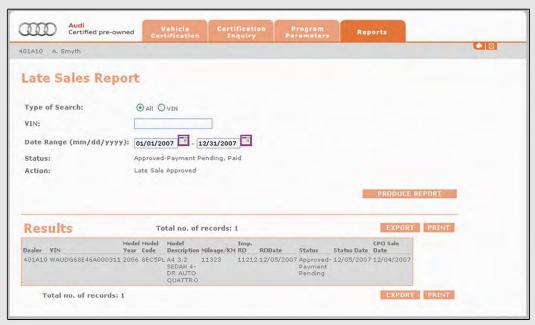
Available criteria:

Type of Search: Choose to search all vehicles or a single VIN.

VIN: Enter the VIN to search for a single vehicle.

Date Range: Enter the "From Date" and "To Date" you want the report









Unwinds (Reinstatement) Report

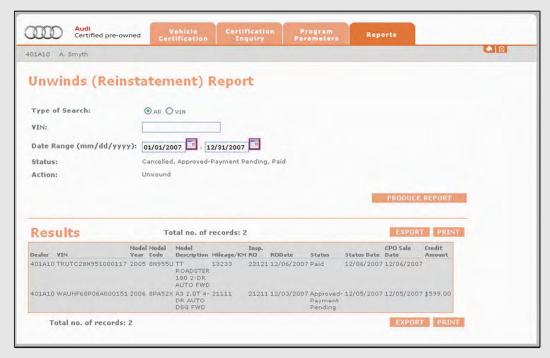
Available criteria:

Type of Search: Choose to search all vehicles or a single VIN.

VIN: Enter the VIN to search for a single vehicle.

Date Range: Enter the "From Date" and "To Date" you want the report









Denied Certification Request by Reason Report

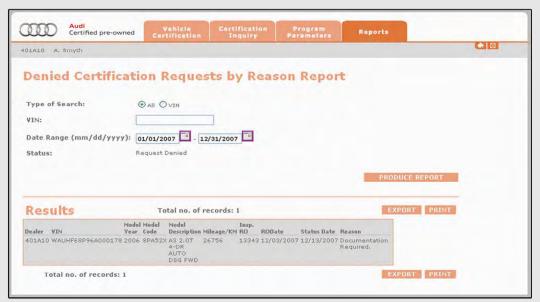
Available criteria:

Type of Search: Choose to search all vehicles or a single VIN.

VIN: Enter the VIN to search for a single vehicle.

Date Range: Enter the "From Date" and "To Date" you want the report









Days Between Certification Request and Sales Entry Report

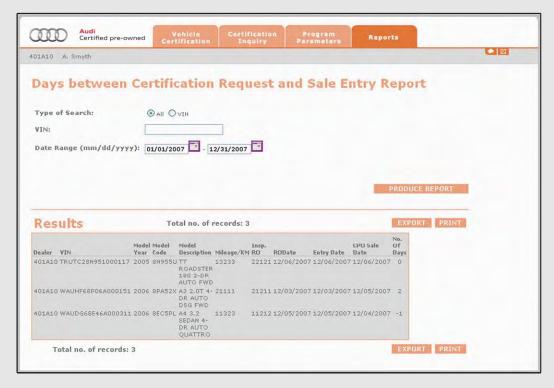
Available criteria:

Type of Search: Choose to search all vehicles or a single VIN.

VIN: Enter the VIN to search for a single vehicle.

Date Range: Enter the "From Date" and "To Date" you want the report









Days Between RO Date and Certification Request Report

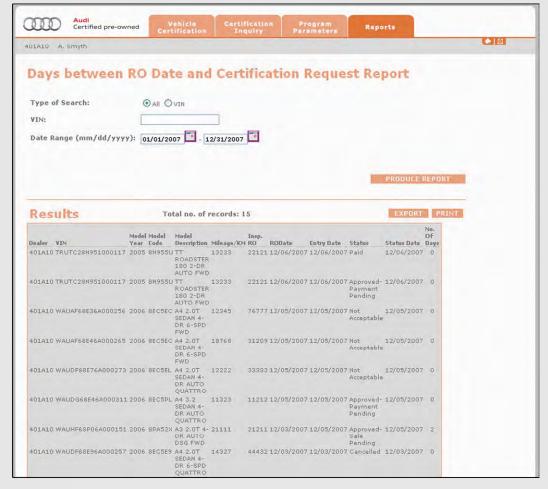
Available criteria:

Type of Search: Choose to search All vehicles or a single VIN.

VIN: Enter the VIN to search for a single vehicle.

Date Range: Enter the "From Date" and "To Date" you want the report







VCAS Reports Tips and Reminders

- Criteria entry may be different for each report.
- ► Reports may be **processed** for a single VIN or for all of the dealer's VINs.
- ► The VIN may be entered as all 17 characters or as a partial VIN.
- ► Use the **mm/dd/yyyy** format for all dates.
- When entering dates, you must include both a "From Date" and a "To Date."
- ► To print a report, click the **Print button**.
- ► To export a report to an Excel file, click the **Export button**, then choose Open or Save.





VCAS—Glossary

Approved-Payment Pending

The vehicle has been processed as a Certified pre-owned sale and the payment process is underway.

Approved-Sale Pending

A Certification Request has been approved and the vehicle may be sold as Certified pre-owned.

Cancelled

The Certification Request has been cancelled by the dealer.

Certification Request

The request to issue Certified pre-owned coverage for a pre-owned vehicle. The vehicle must be inspected and meet Certified pre-owned Warranty Policy requirements.

Corporate Review

Corporate personnel are asked to review a transaction with a "Not Acceptable" status.

Expiration

The number of days a certification is valid. After the expiration of the period, the vehicle must be re-certified in order to be sold as Certified pre-owned.

Expired

The vehicle was not sold during the specified period in which the certification was valid.

Export

On certain pages on the site, displayed search results and reports may be exported as an Excel file. These pages will have an Export button displayed on the page.

Late Sale

A vehicle that has been sold as Certified pre-owned, but the certification was never processed through the VCAS.

Late Sale and Unwind Fees

Administrative fees charged for processing late sale and Unwind requests.

Not Acceptable

The transaction has one or more errors that do not permit certification.

Paid

The vehicle has been processed as a Certified pre-owned sale and the certification charge has been processed.

Refund

Money returned to the dealer when a Certified pre-owned sale is unwound.

Request Denied

The request for review by corporate personnel was completed and the request was denied.

Unwind

Reversal of a certified sale transaction and removal of the Certified pre-owned Warranty.



Merchandising

Certified pre-owned Merchandising

Effective Audi Certified pre-owned merchandising helps generate and maintain consistent sales performance. If a customer asks "What is Audi Certified pre-owned?" The ground is fertile for a solid value presentation, which can also incorporate the many available merchandising materials.

Audi Certified pre-owned merchandising materials create customer awareness and interest while reinforcing the key benefits of Audi Certified pre-owned, including the past, present and future. The materials help strengthen brand awareness and explain the Audi Certified pre-owned program in simple, customer-friendly terms.

Merchandising can be user- and customer-friendly

For your convenience, examples of Audi Certified pre-owned Approved Merchandise may be found at www.AccessAudi.com within the Certified pre-owned tab. Under the documents section, click on the link titled "Advertising, Marketing, and Merchandising" and select "Audi Certified pre-owned Merchandising-Approved Elements" from the list. Please contact your Regional CPO Manager for any additional questions.

To order Audi Certified pre-owned Merchandise, visit the Audi Brand Store located within **www.AccessAudi.com** or "Click here."

Available Certified pre-owned merchandising materials include:

Vehicle/Showroom	Merchandise Elements	Consumer Portfolio
Vernicle/ Showroom	riel chandise Elements	

Window Label VISI Pocket

Used Car Buyer's Guide VISI Pocket

License Plates

Rearview Mirror Hanging Tag or Visor

Inspection and Certification Checklist

Car Flags

Window Clings

Showroom Banner Stands

Customer Brochure & Comparison Chart Owner's Benefit Summary Warranty Certificate Warranty and Roadside Assistance Booklet





Audi CPO Window Label

The Audi CPO Window Label application provides dealers and corporate personnel with the ability to print Window Sticker labels for Certified pre-owned vehicles. The labels may be printed on 8.5" x 11" paper, authorized dealers' users will have the ability to modify the Price, Mileage and Stock number, as well as add comments to the Window label prior to printing.



CPO Window Sticker VISI pocket



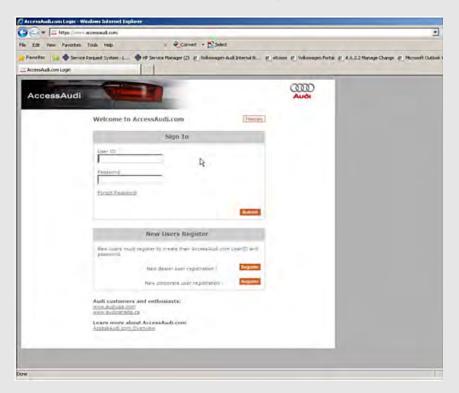
Used Car Buyer's Guide VISI pocket



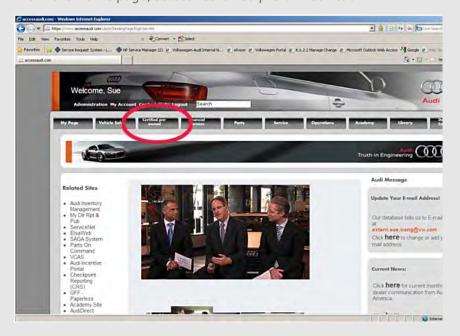
Using the Window Sticker Application

Launching the application

From **www.AccessAudi.com**, enter your ID and password.

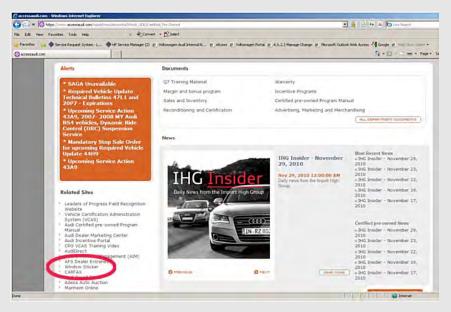


From the Home page, select "Certified pre-owned" tab.





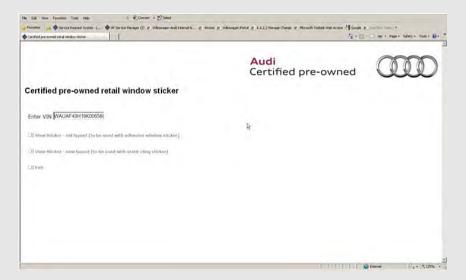
From the "Related Sites" section on the left side of the page, select "Window Sticker."



The Window Sticker application will launch.

View / Print Window Sticker (Standard Dealer User)

After launching the Window Sticker application, the following screen will appear.

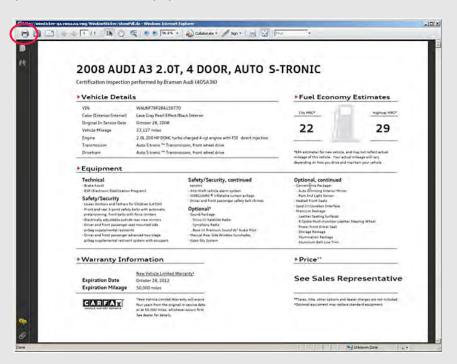




Enter a valid CPO VIN number and select one of the two view options.

- View Sticker old layout (to be used with adhesive window sticker)
- View Sticker new layout (to be used with static cling sticker)

Example of the new layout (to be used with static cling sticker) – printed on $8 \frac{1}{2}$ " x 11" paper



Click on the print icon to print the sticker.



View / Print Window Sticker (full access Dealer User)

After launching the Window Sticker application, the following screen will appear.



Enter a valid CPO VIN number and click on "View Sticker."

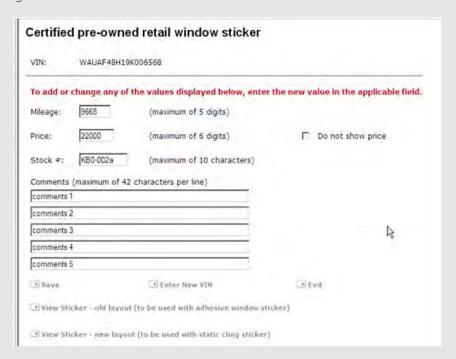
The modification screen below will appear. You may modify the Mileage, Price, Stock number and the comments. If you do not wish to show the price of the vehicle, please select the "Do not show price" box.



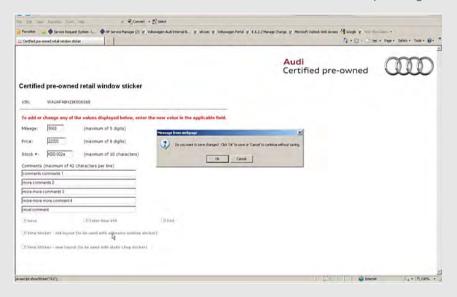
Click on the print icon to print the sticker.



After modifying the information for the vehicle, you may click on the "Save" button to save the information. Please note that the "Save" button does not generate the window sticker label.



You may also click on one of the "View Sticker" buttons to generate/print the label. If you click on the "View Sticker" button without saving the modified information, you will be prompted to print the label without saving the changes to the vehicle or to save the modified information before printing.



Support

If you have any issues with the application, please contact the Audi Help Desk (248) 754-4357 (4HELP).



Selling & Delivery

Audi Certified pre-owned

The delivery of an Audi Certified pre-owned vehicle closes the sales process and marks the beginning of a long-term customer relationship.

If there is one basic rule to follow, it's to leave ample time to conduct a proper delivery. Audi Certified pre-owned customers purchase a Certified pre-owned vehicle as much out of choice as out of necessity. They expect a like-new vehicle delivery experience, so be sure to make it as memorable as any new-vehicle delivery.

It's essential to tailor the delivery to customers' expectations — whether they have 10 minutes or 60 minutes to spend in the delivery process.

And always perform the basic steps that should be a part of every vehicle delivery.

Use the 300+ pt. Inspection and Certification Checklist*, Vehicle History Report and Delivery Folio Elements*

Designed to aid in vehicle delivery, the Audi CPO Delivery Folio and its contents not only inform a customer of the relevant information concerning the Certified pre-owned Limited Warranty and the vehicle's past, but also the extensive measures taken to ensure an Audi Certified pre-owned vehicle is "like new" in every way. Review the checklist as required, pointing out the specific areas that were inspected. Also use the CARFAX® Vehicle History Report to confirm and validate the vehicle's condition and history while gaining acknowledgement of its history through a customer signature at the time of delivery.

* It is required that the customer receive at delivery, a signed copy of both the 300+ point Inspection Checklist and the CARFAX® Vehicle History Report, the Audi CPO Limited Warranty and 24/7 Roadside Assistance Booklet in addition to all elements below.

Audi Certified pre-owned Delivery Folio Contents:

- ▶ 300+pt. Inspection and Certification Checklist
- Audi Certified pre-owned Owner Benefits Summary
- ► CARFAX® Vehicle History Report
- Audi Certified pre-owned Limited Warranty and 24/7 Roadside Assistance Booklet
- Vehicle Window Sticker

CARFAX Best Practice: Since the Vehicle History Report is a living document, it's a best practice to have the customer read, review and sign the Vehicle History Report to confirm the contents within while retaining a copy for both the dealership and customer at the time of delivery.

have reviewed and received a copy of the INITY INITY OF THE PROPERTY OF T	e CARFAX Vehicle History Report for this	pre-owned Audi Vehicle.





Introduce the customer to the owner's manual, the Audi Certified pre-owned Limited Warranty, and provide a thorough demonstration of vehicle features and operations

This is an effective way to familiarize the Audi Certified pre-owned customer with the important features and functions of his or her Certified pre-owned vehicle. Demonstrate the operation of the radio/CD player, MMI/navigation, climate control, cruise control, seats, mirrors and any other unique features of the vehicle.

Identify and explain all the safety features contained in his or her Audi Certified pre-owned vehicle, along with their special functions and locations.

Review the provisions of the Audi Certified pre-owned Limited Warranty contained in the Audi Certified pre-owned Limited Warranty and 24/7 Roadside Assistance booklet, explain what is and what is not covered, and remember that specific terms are different for every customer.

Also review the maintenance schedule and encourage the customer to return to the dealership for any scheduled maintenance. Identify the location of the self-maintenance fluid-fill areas: windshield-washer fluid and anti-freeze as well as the checkpoints for oil, transmission and brake fluids. And always deliver every Audi Certified pre-owned vehicle with a full tank of fuel.

Audi Welcome Communications

Audi CPO Welcome Communications deliver extended messages to CPO buyers beginning at vehicle delivery and continuing over a 20-week period. Four points of contact take place: Thank you email, Thank you message from the President of Audi along with an Audi Book, the Audi collection catalog and Audi magazine.

► Welcome Email (2 weeks)

The Thank you email from the selling dealer and Audi Brand takes place within two weeks of vehicle delivery. It positions the dealership as the best



► Audi Book (4 weeks)

The Thank you from the President of Audi takes place four weeks after vehicle delivery. It includes the Audi Book, which highlights what makes Audi unique, and an Audi contact information card.

► Audi Collection Catalog (10 weeks)

The Audi collection catalog is sent 10 weeks after vehicle delivery and includes the opportunity for the owner to choose from three complimentary Audi collection gift options.

► Audi magazine (20 weeks)

The Audi magazine is sent 20 weeks after vehicle delivery. It includes an invitation to continue receiving it in print form or to read the magazine on their computer or tablet.





Reporting Sales

AIM (Audi Inventory Management)

AIM is the sales reporting tool for Audi Certified pre-owned vehicles. It helps Audi dealership management maintain accurate sales and inventory records in real-time, helping to meet monthend projections.

For the latest announcements on AIM sales reporting for Audi Certified pre-owned vehicles, please visit the Certified pre-owned section of **http://www.AccessAudi.com,** and select Audi Inventory Management (AIM) under <Related Sites>.

You should report both Certified pre-owned **and** non-CPO used Audi sales.

Benefits of reporting ALL used Audi sales:

- ▶ Updated customer information is transferred to Audi to allow communication with the customer in the event of future service campaigns or recalls.
- ► The Audi warranty systems are updated with the new customer information in the event the vehicle is still under any factory warranties.
- ► The new customer is included in any future marketing campaigns or loyalty offers/initiatives that may be implemented.
- ► A complete picture of the used-car business is captured, including both CPO and non-CPO sales.

Sales for Export

The Audi Certified pre-owned program outlined in this manual is intended for sale to customers residing within the United States and Puerto Rico. Dealers are prohibited from selling an Audi Certified pre-owned vehicle to customers outside of the United States and Puerto Rico.

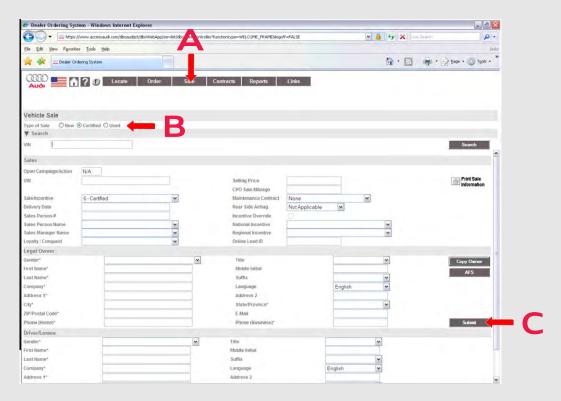


Reporting Sales in AIM

Login to http://www.AccessAudi.com

Click "Audi Inventory Management" under <Related Sites>.

- (A) Click on "Sale" to begin reporting.
- (B) Click on "Certified" for CPO (KOS 6) or "Used" for Non-CPO/Used (KOS 7).
- (C) Enter all sale and customer information, click "Submit" once complete.



NOTE: Audi Certified pre-owned has a separate sales report on the Reports menu of AIM that is updated online within a few seconds of data entry.

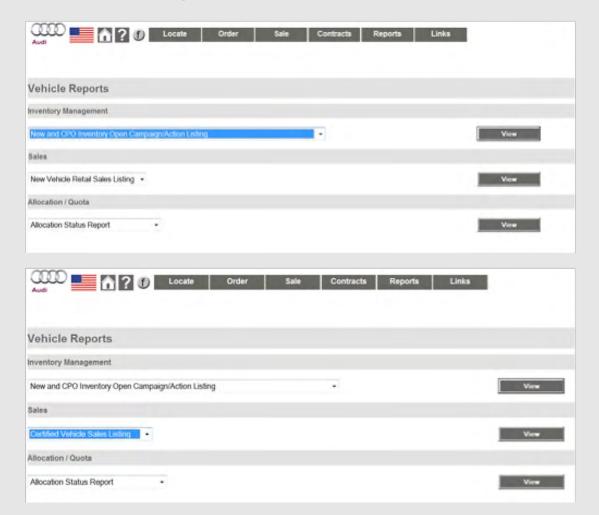
The Distribution Support Center can help you report an Audi Certified pre-owned sale if necessary. Please call (888) 777-9336, Option 2.



Add AIM Reporting Capabilities

AIM offers multiple reporting capabilities built around inventory management, including:

- ► New and CPO Inventory Open Campaign/Action Listing
- Certified Vehicle Sales Listing
- Used Vehicle Sales Listing





Questions about Audi Campaign/Update Policies & Procedures? Click here to view the Audi Campaign/Update Policies & Procedures Manual.



Training on Audi Campaigns and Updates may also be found through a Web-based training module available through the Audi Academy.

- ► Title: Audi Campaigns and Updates: Driving the Customer Experience; Course Code: 700124.
- (D) The AIM user guide is accessed by clicking on the "?" icon on the home page.





Certified pre-owned Warranty

The Audi Certified pre-owned factory-backed Limited Warranty* is a strong selling point for customers. Audi offers one of the most comprehensive Certified pre-owned Limited Warranties in the industry, with coverage for up to six (6) years and 100,000 total vehicle miles,* along with these other valuable benefits:

- ► The balance of the vehicle's 12-year Corrosion Perforation Limited Warranty, regardless of mileage.
- ► A complimentary service loaner available at participating dealers.
- ▶ 24-hour-a-day, seven-day-a-week customer service support.
- ► Honored at nearly 300 Authorized Audi dealerships and service centers throughout the United States and Canada.
- ► Audi 24/7 Roadside Assistance, including Trip Interruption Benefits and Custom Trip Routing.
- ▶ The balance of any Audi Care Pre-Paid scheduled maintenance.
- ► The Audi Certified pre-owned Limited Warranty is transferable from the original owner of the CPO vehicle to a subsequent private owner.**

Duration of the Audi Certified pre-owned Limited Warranty

The Audi Certified pre-owned Limited Warranty is extremely comprehensive, but it is not an extension of the four-year, 50,000-mile New Vehicle Limited Warranty. It is a new warranty, with different coverage parameters. A complete listing of what is and is not covered is available on ElsaWeb. The Audi Certified pre-owned Limited Warranty assumes coverage when the Audi New Vehicle Limited Warranty expires (either by time or mileage), providing coverage for an additional two years or 50,000 miles, whichever occurs first. Eligible Certified pre-owned vehicles purchased outside the new-vehicle warranty are immediately covered under the CPO warranty of two years, or 50,000 miles, whichever occurs first.

New Vehicle Limited Warranty: Four years, 50,000 miles

Certified pre-owned Vehicle Limited Warranty: Two years, 50,000 miles

When the Audi New Vehicle Limited Warranty expires, the Audi Certified preowned warranty becomes effective and provides coverage for a period of two years and/or up to 50,000 miles, whichever occurs first, not to exceed six years or 100,000 vehicle miles.

^{*}If there is remaining coverage from the Audi Limited New Vehicle Warranty at the time of Certified pre-owned purchase, the Audi Limited New Vehicle Warranty provides coverage on the Certified pre-owned vehicle until its expiration either four years from the original in-service date or at 50,000 miles, whichever occurs first. When the Audi Limited New Vehicle Warranty expires, the Audi Certified pre-owned Warranty becomes effective and provides coverage for a period of two years or up to 50,000 miles, whichever occurs first, not to exceed six years or 100,000 total vehicle miles.

^{**}Dealership participation is excluded. Certain conditions apply; please see the Audi Certified pre-owned Limited Warranty Transfer Application for details.



Audi CPO Enrollment Fees

Dealerships are charged the following CPO enrollment fees, after qualifying vehicles are sold and reported in the AIM system:

Group	Models	CPO Enrollment Fee
Group I	A3, A4, TT, A5, Q5 & allroad	\$1,350
Group II	A6, A7, Q7	\$1,600
Group III	A8	\$1,800
R8	R8	\$5,000
Surcharge	Cabriolet, S/RS, W12, hybrid	\$150

- ► Surcharge is a single charge per vehicle. For example, an S5 Cabriolet would be \$1,350 + \$150 = \$1,500.
- ► TDI vehicles are included in their respective groups per model without surcharge.
- ► Enrollment fees are subject to change.

This enrollment fee is never passed on to the customer!

The warranty enrollment fee for Audi Certified pre-owned vehicles must never be passed along to the customer. Certification and the associated warranty may not be removed from the vehicle as an element of retail price negotiations or in order to lower the selling price of a used Audi. Certification should only be removed in the event the vehicle is wholesaled, sold to another Audi dealer or sent to auction.

Similarly, Audi dealers may not certify a pre-owned vehicle during or after the sale. Pre-owned Audi models may only be represented and merchandised as "Audi Certified pre-owned" once the 300+ point inspection and enrollment process is complete, and the claim is updated with "Approved-Sale Pending" status in VCAS. Any representation that a vehicle is Certified before these steps have been completed is a misrepresentation of the product to the customer. Audi Certification must never be "up-sold" or offered as an option to the customer under any circumstance.

The value proposition that an Audi Certified pre-owned vehicle offers to the customer is a complete package, with the enrollment fee and other costs in preparing the vehicle for sale included in the selling price. The program is designed so that the vehicle price presented to the customer is inclusive of the CPO warranty and the other various benefits associated with the program. It is not a service contract or third-party warranty that can be added or deleted.



Warranty and Roadside Assistance Booklet

At the time of vehicle delivery, customers are provided with the Warranty and Roadside Assistance Booklet that contains the following information:

- Warranty duration and terms
- What is covered and what is not covered (consult ElsaWeb for a complete listing)
- Benefits summary
- Overview of Audi's 24/7 Roadside Assistance, including Trip Interruption Benefits and Custom Trip Routing
- ► Certified pre-owned Limited Warranty Transferability guidelines

Consult the Limited Warranty and Roadside Assistance section of **http://www.AccessAudi.com** for complete details on warranty coverage and Roadside Assistance.

You may also refer to the Audi Brand Store link under the Related Sites section of **http://www.AccessAudi.com** for all customer-facing materials that will help support the Audi Certified pre-owned Limited Warranty.

For questions regarding the Audi Certified pre-owned Limited Warranty, contact the Warranty help line at (866) 677-2834.



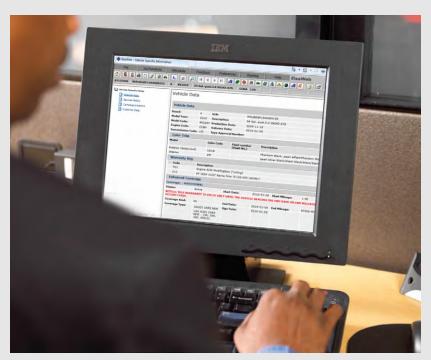
ElsaWeb

- Vehicle Specific Information Screen

Within the Vehicle Specific Information Tab, various screens show detailed specifics to the active VIN — showing all active warranties, including Audi Certified pre-owned. Key information:

- Customer Name
- VIN (Entering VIN will access corresponding warranty)
- Date of Purchase
- ► Vehicle Mileage
- Warranty Expiration Date

The Vehicle Data Screen confirms that the Certified pre-owned warranty is active. ElsaWeb will also indicate whether a vehicle has specific warranty exclusions because of modifications which helps determine eligibility. Always check your VIN entry before contacting the warranty help line.



Important: ElsaWeb screenshots should never be given directly to a customer.



Resources

Consult this page for quick and easy access to valuable Audi Certified pre-owned resources:

AccessAudi

Audi's dealer extranet Web site, which provides access to all Audi-supported Web sites and News/Documents. http://www.AccessAudi.com

Audi Financial Services

Audi Financial Services Extranet: http://dealers.audifs.com

You'll find the latest Audi Certified pre-owned APR and lease programs available. You may also access Maturity Manager, credit application/funding status, obtain payoff quotes and other functions.

Audi Direct: http://www.AudiDirect.com

Exclusive Internet tool designed to simplify off-lease turn-ins and the purchase of Audi corporate vehicles and off-lease vehicles. To obtain access, call the Audi Financial Dealer Services line at (866) 557-6824. Audi Direct is also accessible via the Certified pre-owned section of http://www.AccessAudi.com, under <Related Sites>.

Vehicle Certification Administration System (VCAS)

VCAS is accessible via **http://www.AccessAudi.com** in the Certified pre-owned section under <Related Sites>.

It allows you to request certification for a vehicle to be sold as a Certified pre-owned vehicle, modify or cancel a previous request or request an unwind or late sale.

For questions regarding the Audi Certified pre-owned Limited Warranty and warranty transfers, contact the Warranty help line at (866) 677-2834.

Audi Inventory Management – Reporting the Sale

Access AIM (Audi Inventory Management) in the Audi Certified pre-owned section of **http://www.AccessAudi.com** under <Related Sites>.

AIM is the sales reporting tool for Audi Certified pre-owned vehicles.



Warranty

Contact the Warranty Helpline at (866) 677-2834 with questions about the Audi Certified pre-owned Limited Warranty.

CARFAX®

CARFAX® Vehicle History Reports: http://www.carfaxonline.com

A CARFAX® report is required for all Audi Certified pre-owned vehicles. This is your customer's assurance that Audi carefully considers a vehicle's history when determining its Certified pre-owned eligibility.

Your dealership has a username and password.

CARFAX® is also accessible via the Certified pre-owned section of http://www.AccessAudi.com, under <Related Sites>.

Why Does Audi require a CARFAX® report on every certified unit?

The trusted CARFAX® brand promotes and builds consumer confidence in the Audi Certified pre-owned program, by providing in-market benefits such as the following:

- ► CARFAX® Buyback Guarantee[™] on every CPO vehicle
- Exposure: 4.5MM consumers visit CARFAX.com monthly
- ▶ 233,334M Searches for Audi vehicles annually on CARFAX.com
- ▶ More than 2MM consumer views of Audi CARFAX® reports per year
- ▶ 35,000+ clicks to Audi Certified dealers in 2012
- ▶ Premium placement for Every Audi Certified pre-owned car in CARFAX® Hot Listings™
- ▶ 90% of in-market consumers know and trust CARFAX®

For dealers that do not use the Unlimited Vehicle History Report plan with CARFAX®, Audi of America has negotiated a VHR rate of \$8.49/VIN vs. the normal \$16.99/VIN rate. Should you have questions regarding either plan, please contact your local CARFAX® representative.

CARFAX® Best Practice: Since the Vehicle History Report is a living document, it's a best practice to have the customer read, review and sign the Vehicle History Report to confirm the contents within while retaining a copy for both the dealership and customer at the time of delivery.

Audi Brand Store - Point-of-Sale Materials

To properly merchandise Audi Certified pre-owned vehicles and build the awareness and value of Audi CPO in the dealership's showroom, point-of-sale materials are available on the Audi Brand Store.

These items consist of consumer brochures, merchandise kits, window stickers, car flags, license plate inserts and other items that communicate the Audi Certified pre-owned brand and customer benefits of choosing Audi CPO. Using these materials will enhance consumer awareness and interest while reinforcing the key benefits of Audi Certified pre-owned vehicles, building value in the program.

The Audi Brand Store is accessible via the Certified pre-owned section of **http://www.AccessAudi.com** under <Related Sites>.



Certified pre-owned Sales and Marketing Assets

Audi offers a wide variety of pre-approved creative assets to assist you in marketing Audi Certified pre-owned in your local market. The assets are customizable with offer and dealer information and include: newspaper, radio, Web banners, e-mail and direct mail templates and more.

For information and Tier 3 Advertising guidelines, select the "2013 Co-op Guidelines" link within the "Marketing Information" section by going to **http://www.AccessAudi.com** and select the Certified pre-owned tab. Select Audi Dealer Marketing Center (ADMC) under <Related Sites>.

There is a comprehensive overview of the Audi Certified pre-owned program for consumers on **http://www.audiusa.com**, including:

- Program Overview
- ▶ 300+ Point Inspection
- Warranty
- Financing
- Program Comparison
- Certified pre-owned Special Offers
- ► Find Your Audi
- ► Find Your Dealer
- Request Trade Appraisal





Audi Care

To access the Audi Care Management System for online contracting, visit: http://acms.vwoa.na.vwg/ACMS/jsp/login.jsp

Visit **http://www.audiserviceprocess.com** for program details.

Visit the Audi Brand Store via http://www.AccessAudi.com to order Audi Care collateral.

Academy/Training/Certification

The Academy Web site: http://academy.AccessAudi.com

Find the latest in product information and training reference materials and also access the Certification Resource Center.

Click on the Certification Resource Center (CRC) link and enter your password to launch the Audi Learning Management System. For more information, call (877) 283-4562 or email audicrchelpdesk@touchstone-group.com.

Field contacts

Your main point of contact for any CPO-related issues is your area team. Should you require further assistance, please contact your regional CPO manager as indicated below:

Jon Branch

Eastern Region Certified pre-owned Manager

Phone: (201) 476-5297

Email: jon.branch@audi.com

John Link

Central Region Certified pre-owned Manager

Phone: (847) 682-9822

Email: john.link@audi.com

David Farabaugh

Southern Region Certified pre-owned Manager

Phone: (678) 294-8066

Email: david.farabaugh@audi.com



Corporate contacts

Jeremy Meyer

Senior Manager, Certified pre-owned

Phone: (703) 364-7460

Email: jeremy.meyer@audi.com

George Psihopaidas

Audi Certified pre-owned Specialist

Phone: (703) 364-7486

Email: george.psihopaidas@audi.com

Jeff Johnson

Audi Certified pre-owned Retail Process Specialist

Phone: (703) 364-7249

Email: jeff.johnson@audi.com

Terry Stahl, Jr.

Audi CPO Consultant Phone: (703) 364-7466

Email: terry.stahl@audi.com

Additional contacts

Dealer Checklist

Do I have usernames and passwords for all Web sites critical to Certified pre-owned?

	Username	Password
access Audi		
audi Academy		
udi Financial Services		
udiDirect		
udi Inventory Management (AIM)		
1anheim Online		
ARFAX Online		
$\ \square$ My warranty administrator knows how	to enter a Cert	ification Reque
$\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ $	to cancel a Cer	tification Requ
$\ \square$ Schedule meeting with warranty admir	nistrator and se	rvice manager
Order Certified pre-owned merchandisi	ing kits for inve	ntory.
 Certified pre-owned merchandising ma ordered for the dealership. 	aterials (brochu	res, showroom
 Certified pre-owned Region Manager h. Specialists. 	as been contac	ted to arrange



Frequently Asked Questions

Q: Is there a Certified pre-owned warranty help line available for dealerships?

A: Yes. Audi dealerships may contact the help line at (866) 677-2834.

Q: What are the eligibility requirements for an Audi Certified pre-owned vehicle?

A: To qualify:

- ► Five model years or newer
- ▶ Less than 60,000 miles at time of retail sale
- ▶ In service at least four months or 4,000 miles from original service date
- ▶ Must meet all eligibility, inspection and reconditioning requirements of the program that are outlined in this manual.

Q: When does an Audi vehicle become ineligible for the Audi Certified pre-owned program?

A: An Audi vehicle must be five model years old or newer to qualify as Certified pre-owned. The oldest model year will drop off on September 1 of each year. Example: 2005 model year became ineligible on September 1, 2010.

Q: What is the duration of the Audi Certified pre-owned Limited Warranty?

A: The Certified pre-owned warranty becomes effective at the expiration of the New Vehicle Limited Warranty and provides coverage for a period of two years or up to 50,000 miles, whichever comes first, not to exceed 100,000 total vehicle miles. Eligible Certified pre-owned vehicles purchased outside the new-vehicle warranty period are covered under the Certified pre-owned warranty of two years, 50,000 miles, whichever comes first.

Q: What are the terms of the Audi Certified pre-owned Limited Warranty?

- A1: If there is remaining coverage on the Audi New Vehicle Limited Warranty at the time of Certified pre-owned purchase, the Audi New Vehicle Limited Warranty provides coverage on the Certified pre-owned vehicle until its expiration either four years from the original in-service date or 50,000 miles, whichever comes first.
- A2: If the Audi Certified pre-owned vehicle has no original New Vehicle Limited Warranty remaining, the Audi Certified pre-owned Limited Warranty will cover the vehicle for two years or 50,000 miles, whichever comes first, not to exceed 100,000 total vehicle miles.

Q: Is the Audi Certified pre-owned Limited Warranty transferable?

A: Yes, CPO vehicles sold on or after 9/1/2011 through an authorized Audi Dealer include a Certified pre-owned Limited Warranty that is eligible to be transferred from private owner to private owner for a \$150 fee. **Dealership participation is excluded.** Certain conditions apply; please reference the Audi Certified pre-owned Limited Warranty Transfer Application available at **www.audiusa.com/certified** for details.



Q: When am I charged for the Audi Certified pre-owned enrollment fee?

A: Dealerships are charged the following enrollment fees, after qualifying vehicles are sold and reported in the AIM system:

Group	Models	CPO Enrollment Fee
Group I	A3, A4, TT, A5, Q5 & allroad	\$1,350
Group II	A6, A7, Q7	\$1,600
Group III	A8	\$1,800
R8	R8	\$5,000
Surcharge	Cabriolet, S/RS, W12, hybrid	\$150

This warranty fee is never passed on to the customer!

Q: When will the Certification Request expire if the Audi Certified pre-owned vehicle is not retailed?

A: The request expires 180 days/1,000 miles from the inspection date. After that time, inspection and certification must be repeated and another Certification Request must be filed.

Q: What is covered under the Audi Certified pre-owned Limited Warranty?

A: The Audi Certified pre-owned Limited Warranty covers repairs to correct a defect in materials or workmanship, except normal wear and tear items, squeaks and rattles and adjustments. Please refer to the Audi Certified pre-owned Limited Warranty and Roadside Assistance Booklet for a partial listing of covered items or ElsaWeb for a complete listing.

Q: Does Audi Certified pre-owned offer no-charge scheduled maintenance?

A: If there is any remaining coverage from Audi Advantage at the time of Certified pre-owned purchase, the Audi Certified pre-owned vehicle may benefit from the remainder of the No-Charge Scheduled Maintenance program. Coverage varies by vehicle.

Q: Does Audi Certified pre-owned offer rust or corrosion protection?

A: The remainder of the 12-year Corrosion Perforation Warranty covers every Audi Certified pre-owned vehicle.

Q: Is there a warranty deductible for service?

A: There is a low \$85 deductible per dealer visit. In the event that several dealer visits are necessary to repair a defect, only one deductible will be charged.

Q: I need to unwind a Certified pre-owned sale, how do I do that?

A: An unwind (reinstatement) must be requested through VCAS. A Certification Request may only be unwound when it is in Approved–Payment Pending or Paid status. **See page 41** of this manual for instructions on requesting an unwind.

Q: I reported a car sold but I failed to indicate that it had Audi Care on it. What should I do?

A: Send an email to **audicareplan@audi.com** with the VIN and customer name.



Q: When do I get charged the enrollment fee on a Certified pre-owned unit?

A: The dealership is charged the enrollment fee on a Certified pre-owned unit when you report it sold.

It is a common misconception that you are charged for the fee at the time of certification.

Not true. Once you inspect the vehicle, and it is certification ready, enter the Certification Request in VCAS. The Certification Request is valid for 180 days (six months) from the time it is entered in the system.

Q: What happens to the Certification Request after 180 days?

A: The claim expires and you will have to re-inspect the vehicle and enter a new Certification Request in VCAS. You must open a new RO number. Remember that an expired Certification Request also presents an opportunity to remove the vehicle from the system, which must be done in order to sell it as is or wholesale.

Q. How do I cancel a previously submitted request in the event I wholesale a vehicle or sell as is?

A. Only requests that are in Approved–Sale Pending or Not Acceptable may be cancelled. **See** page 36 of this manual for steps to cancel a previously submitted request.

Q. What are the steps if I have not reported a sale?

A. In the event that a Certified pre-owned vehicle sale has taken place with no certification in VCAS, several steps are required to ensure that the sale is recognized by the various reporting systems. Areas which may be affected if not reported in VCAS include dealer reported sales, CPO warranty activation and inventory reporting, as well as open Campaigns/Updates, AFS rate considerations, etc. **See page 43** of this manual for steps to process a Late Sale.

Q: I bought a car on AudiDirect and when it arrived, I noticed damage on the vehicle that wasn't disclosed in the inspection report. What should I do?

A: If these circumstances arise, a dealer should open a case in the Openlane Arbitration Portal through AudiDirect.

- ► To open a case, log in to AudiDirect and click on the link for "Vehicles Purchased" under "My AudiDirect."
- ► Within the "Vehicles Purchased" section, locate the vehicle in question and then click on the "Open a Case" link within the vehicle listing.
- ► Clicking this link will carry over the VIN-specific information and ensure a faster processing time for your vehicle arbitration.

Should you have further questions regarding the status of the case, please contact the AFS Dealer Consultant Group.

AFS Dealer Consultant Group: (877) 557-6824 or email at

AFS/VCI Auction Arbitration Line: (888) 216-3375

Audi Certified pre-owned



Q: I have a customer returning a lease vehicle to me very soon. What exactly do I do?

A: For details of the Audi Financial Services (AFS) Lease Turn in process, refer to the "End of Lease" section of the AFS Financing Handbook. The Handbook is located on the AFS Dealer Extranet site, http://dealers.audifs.com.

Q: May I sell an Audi Certified pre-owned vehicle to a customer who resides in Canada?

A: The Audi Certified pre-owned program outlined in this manual is intended for sale to customers residing within the United States and Puerto Rico. Dealers are prohibited from selling an Audi Certified pre-owned vehicle to customers outside of the United States and Puerto Rico. The vehicle must be registered and reported to an address within the United States.



Audi A3

2008

Enhancements

- ► New Titanium Package
- New lineup of 17" and 18" wheels
- ► Bi-xenon adaptive headlights now available as a stand-alone
- Available rear-side window sunshades
- Tire-pressure monitoring system standard
- Bluetooth® phone interface now available as a stand-alone option
- iPod® glove-box adaptor now compatible with SIRIUS®
- SIRIUS® satellite radio now standard on 3.2 model

2009

Enhancements

- ▶ New hood and fenders
- ► New front fascia and grille
- New headlight design with available LED daytime running lights
- New side mirrors with integrated LED turn signals
- New tail lamp design with internal light pipes
- ► New wheel offerings
- New decorative inlays
- New interior colorsNew instrument bezels and
- switch designs

 Ashtray replaced by storage
- Ashtray replaced by storage tray
- quattro® now available with 2.0 TFSI engine (and S tronic transmission)
- Audi magnetic ride now available
- ► Updated ESP program
- Up-shift light on manual transmission
- ► LED daytime running lights (for Bi-xenon-equipped cars)

2010

Enhancements

- ▶ 2.0 TDI clean diesel introduced
- Package structure: Premium and Premium Plus
- S line exterior equipment standard on all A3 models
- Available engines: 2.0 TFSI gasoline and 2.0 TDI clean diesel
- Titanium Sport Package includes sport suspension and seats
- ► S line exterior standard
 - Sporty front bumper
 - S line badge on fender
 - Platinum-colored rear diffuser
 - Roof spoiler
- ► S line leather/Alcantara® seat available as part of Titanium Sport Package
- ► Wheels upgraded in appearance
- Audi music interface (full iPod® control) available with Navigation Plus system
- ► Wood interior trim available
- Bi-xenon headlights with LED DRL standard on Premium Plus model
- Audi Magnetic Ride discontinued

2011

Enhancements

- New 17" five-split-spoke wheel design for the A3 Premium
- New 18" five-spoke rotor-design wheel for Titanium Sport Package
- New Driver information system with efficiency program
- New Scuba Blue metallic and Deep Sea Blue pearl effect exterior colors
- New Bluetooth® Value Package, including Bluetooth® phone capability, multifunction steering wheel and power driver seat, on the A3 Premium
- Convenience Package on the A3 Premium Plus now includes Rear Parking Sensors

2012

- TDI engines have improved thermostat, replacing block heater
- ► No major changes





Audi A4 Sedan/Avant

2008

Enhancements

- S line exterior package now standard
- Sunroof now standard on all models
- 18", 5-arm wheels with all-season tires standard for 3.2 models
- S line Interior Package (optional)
- Steering-wheel-mounted shift paddles now standard
- Driver information display now standard
- Tire-pressure monitoring system now standard
- ▶ iPod® interface (optional)

2009

New B8 Platform

- Package structure: Premium,
 Premium Plus and Prestige
- Available Audi drive select
- ► S line package
 - S line unique front and rear bumpers
 - Side rocker molding
 - 19" 5-tri-spoke wheels with summer tires
 - S line badge on front fenders
 - Sport suspension
 - Leather sport seats with perforated Alcantara® inserts and embossed S line logo
 - Gray contrast stitching on seats, steering wheel and shift boot (manual trans)
 - Black headliner
 - Brushed aluminum trim
 - 3-spoke sport steering wheel with S line badge
 - Aluminum door sill plates with S line logo

2010

Enhancements

- Navigation system includes third-generation MMI with SIRIUS® traffic
- Bluetooth® and HomeLink® combined on Premium
- Bang & Olufsen sound system optional on Premium Plus
- Memory, auto-dimming mirrors and compass available on Prestige (no longer available on Premium Plus)
- LED taillights standard on Premium Plus and Prestige
- Navigation and voice control standard on Prestige
- ► 19" Sport and S line wheel is a double-spoke design
- Prestige now includes Navigation (third-generation MMI) and Voice Control
- Side Assist now an optional package with rear park sensors and camera on Prestige

2011

Enhancements

- Titanium Sport Package (optional)
- ▶ New Teak Brown exterior color
- New Nutmeg Laurel wood interior trim replaces Almond Beige Ash
- New eight-speed transmission standard on A4 2.0T quattro® Tiptronic® (Sedan and Avant)
- Fixed rear seat back standard on the A4 Premium Sedan
- Auto-dimming interior mirror and compass standard on the A4 Premium Plus
- Rear backup camera with rear parking sensors now standard on the A4 Prestige
- Audi Side Assist now a stand-alone option (On Prestige Pkg.)
- Navigation Package now includes HD radio on the A4/S4 Premium Plus
- ► HD radio standard on Prestige
- ► Titanium Sport Package for Premium Plus and Prestige (optional)
- Bluetooth®/HomeLink® on Premium Pkg. (no longer standard.) – Bluetooth® Comfort Pkg.

2012

- 17" 10-spoke wheels move from Premium Plus to Premium (includes 245/45 all-season tires)
- Rain/light sensor now standard on Premium models (rain-sensing wipers/automatic headlamps)
- Driver memory now included in Premium Plus models
- ► New Style package for A4 Premium (includes: LED DRLs, LED taillights [n/a on Avant], aluminum window trim, polished exhaust finishers [n/a on Avant])
- New Convenience package for A4 Premium (includes Bluetooth®, HomeLink® and AMI)
- Power tailgate now included in A4 Avant Premium Plus
- Sport package now available with all-season tires
- S line plus package combines
 S line exterior and interior with titanium package
- Audi advanced key now a standalone option on Premium Plus models
- Adaptive front lighting and side assist now standard on Prestige models
- New Glacier White metallic exterior paint
- New Moonlight Blue metallic (replaces Deep Sea Blue pearl effect)
- New Monsoon Gray metallic (replaces Quartz Gray and Meteor Gray)



2011



2012

Audi A4 Cabriolet

2008

Brushed aluminum trim now standard

► Tire-pressure monitoring

system now standard ► iPod® interface (optional)

Enhancements

- ► Heated front seats now standard on 3.2 A4/S4 Cabriolet models
 - ➤ SIRIUS® satellite radio standard on all A4/S4 Cabriolet

2009

2010

- ▶ 17" wheels standard on A4 2.0T, new bi-color 9-y-spoke design. (Like A4 SE except polished)
- ► 18" wheels standard on A4 3.2, 5-arm design, formerly S line
- ➤ 3.2: Wine Red interior available on Pearl Nappa leather seats
- 2.0T and 3.2: Sport Package with summer tires

Enhancements

► Bluetooth® standard on all

- models
- ► S line exterior standard on A4 Cabriolet (2.0 and 3.2)
- wheel
- ► S line standard
- Audio Package: Bose® Sound System only
- Rear parking sensors available on 2.0T
- ➤ 2.0T and 3.2: 18" wheel option available, 15-spoke with all-season tires





Audi S4 Sedan

2008

2009

2010

2011

Enhancements

- New RS4-style wheel (optional, in Convenience Package)
- Standard aluminum pedals (manual S4)
- Tire-pressure monitoring system now standard
- Standard SIRIUS® satellite radio
- Standard Audi cell phone preparation with Bluetooth®
- ▶ iPod® interface (optional)

New B8 Platform

- Launch of new S4 sedan with 3.0T supercharged V6 in manual and S tronic variants
- Introduction of new 7-speed S tronic dual-clutch transmission
- Introduction of new quattro® with Sport Rear Differential (varies torque between the rear wheels to eliminate understeer)

Enhancements

- Auto-dimming interior mirror and compass included on S4 Premium Plus
- Rear backup camera with rear parking sensors now included on S4 Prestige
- ► Titanium Package
- Spectral Silver interior replaces Pearl Silver
- Black and Silver Alcantara® interior
- Navigation Package now includes HD radio on the S4 Premium Plus

Enhancements

 Leather door armrests and pulls in Fine Nappa leather now standard on S4 Prestige

2012

- Adaptive front lighting and side assist now standard on Prestige models
- Audi advanced key now a standalone option on Premium Plus models
- Driver memory now included in Premium Plus models
- Titanium package on S4 now includes body-colored mirrors
- New Glacier White metallic exterior paint
- ► New Moonlight Blue metallic (replaces Deep Sea Blue pearl effect)
- New Monsoon Gray metallic (replaces Quartz Gray and Meteor Gray)
- ► New Estoril Blue crystal effect





Audi S4 Cabriolet

2008

2009 2010

2011

2012

Enhancements

- ► Audi single-frame grille
- ► New acoustic convertible top
- ► Bi-xenon headlights
- Adaptive front lighting system (optional)
- ► Light/rain sensor (optional)
- ► Third-generation Audi Symphony radio

- New RS4-style wheel (optional, in Convenience Package)
- ► Standard heated front seats
- ► Tire-pressure monitoring system now standard
- Standard SIRIUS® satellite radio
- ► iPod® interface (optional)





Audi RS4

2008 2009 2010 2011 2012

- 4.2-liter FSI direct-injection V8 engine with 420 hp
- ► Six-speed manual transmission
- Asymmetric/dynamic quattro permanent all-wheel drive with a 40/60, rear-biased power distribution system
- Servotronic speed-sensitive steering
- Recaro sport seats
- ► Multifunction steering wheel
- ► RS 4-specific DIS display
- ► Lap timer
- ► HomeLink
- Tire-pressure monitoring system
- ► Audi Navigation Plus (optional)
- Bluetooth phone preparation with voice control (optional)
- ► Titanium Package (optional)
- Audi Exclusive Package (optional)
- ► Steering wheel shift paddles
- ➤ SIRIUS® satellite radio now standard
- ► Bluetooth® now standard
- ► iPod® integration (optional)





Audi A5/S5 Coupe

2008

Technical Highlights— Introduction Year

- 3.2 FSI direct injection V6 engine with 265 hp
- 4.2 FSI direct injection V8 engine with 354 hp (S5)
- Audi Valvelift System (AVS) for 3.2 improves fuel economy and increases engine performance
- New revised Tiptronic® 6-speed automatic transmission with quicker gear changes (optional)
- quattro® all-wheel drive with asymmetric/dynamic torque split 40F/60R
- Front 5-link suspension design with rigidly mounted aluminum subframe
- Rear trapezoidal link independent suspension with anti-dive compensation
- Steering rack repositioned low and in front of engine to provide more direct steering control and feedback
- Dual exhausts on A5, quad exhausts on S5
- Intricate bi-xenon headlamps with bold LED daytime running lamps (optional on A5, standard on S5)
- MMI interface with large display screen on all models
- Panoramic tilting glass panel roof
- ► Self-opening trunk lid
- Electromechanical parking brake with switch on center console
- Audi Intelligent Key stores vehicle service information in microchip and integrated detachable valet key
- Bluetooth® hands-free telephone interface
- Water bottle storage in door pockets

2009

Enhancements

Standard Equipment:

- Auxiliary input: Standard on all A5/S5 (Ordering Audi Music Interface deletes this)
- Shift paddles: Only available in S Line package

Optional Program Changes:

- PTA Technology Package for A5/S5 now includes Audi side assist
- S Line package now contains leather/Alcantara® seat fabric with embossed S Line logo and silver stitching
- Navigation Package includes Voice Control System
- Audi Music Interface stand-alone option on A5 and S5
- Adaptive Cruise Control available on A5 and S5
- New Audi Drive Select Package available on A5 and S5 (includes Audi Drive Select system, adaptive suspension dampers and dynamic steering system)
- Aluminum hologram decorative inlays now available as no-cost option on A5

2010

Enhancements

- Navigation system includes third-generation MMI (as on 05)
- Premium Plus and Prestige: standard LED tail lights
- ► Launch new 2.0T quattro® with Tiptronic® and manual variants
- Discontinue 3.2 manual variant (3.2 Tiptronic® continues)
- Discontinued Symphony 6-CD radio (1-CD Concert standard on Premium and Premium Plus, Navigation on Prestige)
- A5 and S5 offer structure now mirrors Premium, Premium Plus and Prestige levels similar to A4
- S5: Introduction of new quattro® with Sport Rear Differential (varies torque between the rear wheels to eliminate understeer)

2011

- New Teak Brown exterior color (not available on S5)
- ► A5 3.2 Coupe discontinued

Enhancements

- New eight-speed transmission standard on 2.0 TFSI quattro® Tiptronic®
- Auto-dimming interior mirror and compass included in Premium Plus models
- Rear backup camera with rear parking sensors now included in A5/S5 Prestige
- Audi Side Assist now a stand-alone option (Prestige Pkg. only)
- Navigation system now includes HD radio
- Titanium Sport Package for Premium Plus and Prestige (optional)

2012

- ➤ 17" 15-spoke-Star-design wheels move from A5 Premium Plus to A5 Premium (includes 245/45 all-season tires)
- Rain/light sensor now standard on A5 Premium models (rain-sensing wipers/automatic headlamps)
- New Convenience package for A5 Premium (includes Bluetooth®, HomeLink® and AMI)
- Driver memory now included in Premium Plus models (A5 and S5)
- A5 Sport package now available with all-season tires
- S line plus package combines
 S line exterior and interior with
 Titanium package
- Audi advanced key now a standalone option on Premium Plus models (A5 and S5)
- Adaptive front lighting and side assist now standard on Prestige models (A5 an S5)
- Leather door armrests and pulls in Fine Nappa leather now standard on S5 Prestige
- Titanium package on S5 Coupe now includes body-colored mirrors
- New Glacier White metallic exterior paint
- ► New Moonlight Blue metallic
- ► New Monsoon Gray metallic
- ► New Estoril Blue crystal effect





Audi A5 Cabriolet

2008

2009

2010

Technical Highlights-**Introduction Year**

Standard:

- ▶ 18" 10-spoke alloy wheels, all-season tires
- ► 18" 15-spoke alloy wheels, all-season tires (Premium Plus)
- ► Audi Music Interface with iPod®
- Multi-layer "acoustic" convertible top with heated glass rear window

Optional:

- Audi third-generation MMI Navigation package with camera (Premium Plus)
- Driver Assist Package (Prestige)
- ► Audi Drive Select package (Prestige)
- ► Sport suspension now stand-alone option
- ► S line exterior now standard
- Headlight washers standard on all models
- (RS 4 design) with 255/35 R19 summer performance tires
- ► R18 summer performance tires (delayed)
- New S line interior package
- ▶ Milano premium leather upholstery replaces Volterra
- Seat-back map pockets standard on all models
- Audi lane assist (delayed availability)
- Active cruise control (speed indicated in driver information
- ► SIRIUS® satellite radio standard
- Audi navigation system with DVD now a stand-alone option

2011

Enhancements

- New Teak Brown exterior color (not available on S5)
- New eight-speed transmission standard on 2.0 TFSI quattro® Tiptronic®
- Auto-dimming interior mirror and compass included in Premium Plus models
- Rear backup camera with rear parking sensors now included in A5/S5 Prestige
- Audi Side Assist now a stand-alone option (Prestige Pkg.)
- Navigation system now includes HD radio

2012

- ► 17" 15-spoke-Star-design wheels move from Premium Plus to Premium (includes 245/45 all-season tires)
- Rain/light sensor now standard on Premium models (rain-sensing wipers/automatic headlamps)
- New Convenience package for A5 Premium (includes Bluetooth®, HomeLink® and AMI)
- Driver memory now included in Premium Plus models
- Sport package now available with all-season tires
- S line plus package combines S line exterior and interior with Titanium package
- Audi advanced key now a standalone option on Premium Plus models
- Adaptive front lighting and side assist now standard on Prestige models
- ► New Glacier White metallic exterior paint
- ► New Moonlight Blue metallic
- ► New Monsoon Gray metallic





Audi S5 Cabriolet

2008

2009

2010

Technical Highlights— Introduction Year

- ➤ 19" 5-double-spoke alloy wheels with high-performance tires
- 3-spoke S5 multifunction leather steering wheel with shift paddles
- Bluetooth® hands-free phone interface
- Multi-layer "acoustic" top with heated glass rear window
- Advanced Key keyless startup (Prestige)
- Bang & Olufsen premium sound system (Prestige)

Ontional

- Audi Navigation plus system with third-generation MMI
- Driver Assist Package with rear camera and rear parking sensors
- ► Audi drive select package
- ► Sports rear differential package

2011

Enhancements

- New Teak Brown exterior color (not available on S5)
- New eight-speed transmission standard on 2.0 TFSI quattro® Tiptronic®
- Auto-dimming interior mirror and compass included in Premium Plus models
- Rear backup camera with rear parking sensors now included in A5/S5 Prestige
- Audi Side Assist now a stand-alone option
- Navigation system now includes HD radio

2012

- Driver memory now included in Premium Plus models
- S line plus package combines
 S line exterior and interior with
 Titanium package
- Audi advanced key now a standalone option on Premium Plus models
- Adaptive front lighting and side assist now standard on Prestige models
- Leather door armrests and pulls in Fine Nappa leather now standard on S5 Prestige
- Titanium package on S5 Coupe now includes body-colored mirrors
- New Glacier White metallic exterior paint
- ► New Moonlight Blue metallic
- ► New Monsoon Gray metallic
- ► New Estoril Blue crystal effect





Audi A6 Sedan/Avant

2008

Enhancements

- Sport suspension now stand-alone option
- ► S line exterior now standard
- Headlight washers standard on all models
- New 19", 7-double-spoke alloy wheels from quattro® GmbH (RS 4 design) with 255/35 R19 summer performance tires
- New 18", 7-arm alloy wheels with chrome finish and 245/40 R18 summer performance tires (delayed)
- ► 17", 16-spoke wheels with all-season tires (no-cost option)
- ► New S line interior package
- Milano premium leather upholstery replaces Volterra
- Seat-back map pockets standard on all models
- Audi lane assist (delayed availability)
- Active cruise control (speed indicated in driver information
- SIRIUS® satellite radio standard
- Audi navigation system with DVD now a stand-alone option

2009

Enhancements

- Front headlight design with LED daytime running lights in combination with Xenon plus headlights (Premium Plus and Prestige)
- ► New front grille design
- New fog lamp design (rectangular)
- S line exterior standard on A6 4.2 sedan (oval fog lamps), not available on all other models
- ► New rear LED taillights
- LED turn signal indicators integrated in sideview mirrors
- New rear trunklid and bumper design
- Trim accents in chrome on lower part of doors
- New interior upgrades with aluminum trim and new Engine Start and Engine Stop buttons
- New instrument cluster graphics
- ► All-new wheel program
- All-new 3.0L TFSI supercharged engine with 300 hp and 310 lb-ft. of torque (quattro® models only)
- All engines feature direct injection for greater power with less fuel consumption
- quattro® with 40:60 basic torque distribution on all models
- New shock absorbers for improved ride quality
- New packages: Premium, Premium Plus, Prestige
 - Significantly reduced complexity
 - Added value through equipment for trim levels
- ► New Cold Weather Package

2010

Enhancements

- Third-generation MMI (without navigation) now standard
- New 3.2L engine with Audi Valvelift System, 265 hp
- All models: New 18" Sport Package with all-season tires
- ➤ 19" Sport Package with performance tires (started as mid-2009 MY package) - MY09 had S-line badge on steering wheel
- Premium Plus: Third-generation MMI Navigation now standard
- Premium Plus and Prestige: New 19" Sport Pkg. with summer tires
- Discontinue Garnet Red and Dakar Beige exterior colors
- Reduced brake dust brake pads on all A6 models
- Daytime running lights (halogen) now standard with halogen headlights
- New Cold Weather Package steering wheel is heated with shift paddles

2011

Enhancements

- S line exterior now standard (except S6)
- 3G MMI and Navigation standard on all A6/S6
- New Amaretto interior with full leather seats available as a stand-alone option
- Change bi-color Amaretto/ Black interior to black headliner with black rearview mirror
- Audi Parking System (rear parking system) included on Premium Plus, Prestige models

2012

New C7 Platform

- Lightweight aluminum-hybrid construction (aluminum panels with steel frame)
- 8-speed automatic transmission
- ► Supercharged 3.0T engine with 310 hp
- Avant model no longer available
- Audi Drive Select standard
- SIRIUS® satellite radio and Bluetooth® standard
- ► Available next-generation MMI with MMI touch and Audi
- ► Full LED headlights available
- New driver-assistance systems available including Audi pre sense plus, Audi side assist, night vision assistant with pedestrian detection, adaptive cruise control
- Available head-up display
- Available Bose® surround sound and Bang & Olufsen® advanced sound system







Audi S6 Sedan

2008

Enhancements

- Normal seat (no-cost option), new Milano leather
- Audi lane assist (delayed availability)
- ► SIRIUS® satellite radio standard

2009

Enhancements

► No major enhancements

2010

► S6: Rear heated seats standard

2011

Enhancements

► Audi Parking System (rear parking system) included

2012

Enhancements

► Not available in MY12





Audi A8/A8 L

2008

Enhancements

- ► More direct steering (from S8)
- New front grille strategy: High-gloss black with horizontal stripes from 2007 W12 grille
- ► New square front fog lights
- ► Door handles include chrome strip on all models
- New rear taillights with LED design
- New outside mirrors with built-in LED blinker (side-turn signal indicator removed from body side molding)
- Front and rear heated seats now standard
- Heated steering wheel now includes shifter paddles
- ► Two new Audi Exclusive packages
- Beige Birch wood replaces Honey Birch wood
- Leather/aluminum gear shift knob from S8
- Additional aluminum trim on multifunction steering wheel controls, glove-box handle, door storage pocket, exterior mirror switch
- Driver-assistance package (Audi side assist and Audi lane assist)
- SIRIUS® satellite radio now standard
- Audi music interface now standard

2009

Enhancements

Additional Standard Equipment:

- Advanced Key
- Audi parking system advanced with rearview camera
- Power trunk opener
- ► Rear power sunshade and manual side rear door sunshades
- Power door closers
- ► Rear vanity mirrors (A8 L only)
- 4-zone climate control (A8 L only)

Optional equipment:

- Leather package 1 (center console and door handles)
- Rear heated seats (included in cold weather package)

Sport Package revisions:

- ▶ 19" chrome wheel sport package canceled for MY 2009
- 20" sport package new wheel, 7-twin-spoke wheel design remains, two-tone finish is replaced by a high-polished aluminum finish

Cold Weather Package:

- 4-spoke heated leather steering wheel with shift paddles
- ► Heated rear seats
- ► Ski sack with rear seat pass-through

Technology Package:

- ► Adaptive cruise control
- ► Audi side assist
- Audi lane assist

Brilliant Black discontinued

2010

Enhancements

- LED davtime running lights standard on A8 NWB/A8 LWB
- ► NWR
 - S8 trunk lid with integrated spoiler standard
 - Carbon fiber interior trim as option
- 19" wheels standard (different from 19" optional wheels on LWB)

- Ventilated/massage seats standard
- Contrast piping on seats
- New "100 Years of Audi" Exclusive Package
- Discontinued exterior color: Impala Beige
- Discontinued interior colors: Light Gray, Linen Beige and Espresso Brown

2011

All New 2011 A8 (D4)

- Additional standard features:
 - Revised 4.2-liter V8 engine with 372 hp (vs. 350 hp in MY 10)
 - Eight-speed Tiptronic® automatic transmission (vs. six-speed in MY10)
 - 19" wheels standard (vs. 18" in MY10)
 - All new Audi MMI and navigation system, including MMI touch (standard) and real-time traffic information
 - Audi drive select
 - Audi pre-sense basic crash preparation: windows and sunroof close, seats and headrests adjust to optimum position, suspension and brakes prepared for emergency maneuvers
 - LED daytime running lights (standard on all A8s)
- HD radio
- Additional options/packages:
 - Driver assistance package includes Audi pre-sense plus with emergency braking, as well as Stop and Go functionality
 - Drive select plus package (LWB only) - with Dynamic steering and quattro® sport differential for enhanced agility and adjustability
 - Rear seat comfort package
 - Executive rear seating package first-class rear seating for chauffeur-driven customers
 - 20" wheels with summer performance tires only. Note: no all-season tires available on 20" wheels for the A8
 - Panorama sunroof (LWB only)
 - LED headlights (LED daytime running lights standard)
 - Rear seat entertainment with 10" screens
 - Night vision assistant with pedestrian detection and



- **Enhancements**
- Audi connect™ standard on all A8 models
- Available Audi design selection package - Balao Brown
- Available full leather package
- Convenience package now includes power door closers (NWB)





Audi A8 L W12

2008

Enhancements

- More direct steering (from S8)
- New front grille strategy: High-gloss black with horizontal stripes from 2007 W12 grille
- ► New square front fog lights
- Door handles include chrome strip on all models
- New rear taillights with LED design
- New outside mirrors with built-in LED blinker (side-turn signal indicator removed from body side molding)
- Front and rear heated seats now standard
- Heated steering wheel now includes shifter paddles
- Two new Audi Exclusive packages
- ► Beige Birch wood replaces Honey Birch wood
- Leather/aluminum gear shift knob from S8
- Additional aluminum trim on multifunction steering wheel controls, glove-box handle, door storage pocket, exterior mirror switch
- Driver-assistance package (Audi side assist and Audi lane assist)
- SIRIUS® satellite radio now standard
- Audi music interface now standard

2009

Enhancements

► No major enhancements

2010

No major enhancements

Enhancements

2011

2012

New D4 Platform

- New model following 2011 D4 A8 introduction
- 6.3 liter FSI direct injection W12 engine with 500 hp
- ► 8-speed tiptronic® transmission standard
- quattro® all-wheel-drive with 40/60 front/rear torque distribution
- ► All-new MMI navigation system featuring MMI touch technology and Audi connect™
- W12-specific chrome front grille, lower air-inlets inserts, and side mirror inserts
- W12-specific trapezoidal tailpipes, instrument cluster, and illuminated door sills
- ➤ 20" 10-double-spoke wheels with summer tires standard
- 4-seat configuration standard (5-seat configuration optional)
- Dynamic steering, Rear Seat Entertainment system, Panorama sunroof, 4-zone climate control, 22-way comfort/sport seats, and Alcantara® headliner standard
- ► Pre-sense basic standard
- Full LED headlights standard (low-beam, high-beam and DRL)
- Available Audi design selection package – Balao Brown
- Available quattro® sport rear differential





Audi S8

2008

Enhancements

- ► New square front fog lights
- Door handles include chrome strip on all models
- New rear taillights with LED design
- New outside mirrors with built-in LED blinker (side-turn signal indicator removed from body side molding)
- Front and rear heated seats standard
- Gray Vavona wood replaces Gray Birch wood
- Beige Birch wood replaces Honey Birch wood
- ► Two new Audi Exclusive packages
- Additional aluminum trim on multifunction steering wheel controls, glove-box handle, door storage pocket, exterior mirror switch
- Heated steering wheel now includes shifter paddles
- Driver-assistance package (Audi side assist and Audi lane assist)
- ► SIRIUS® satellite radio standard
- ► Audi music interface standard

2009

Enhancements

Additional Standard Equipment:

- ► Advanced Key
- Audi parking system advanced with rearview camera
- ► Power trunk opener
- Rear power sunshade and manual side rear door sunshades
- Power door closers
- ► Rear vanity mirrors (A8 L only)
- 4-zone climate control (A8 L only)

Optional Equipment:

- Leather package 1 (center console and door handles)
- Rear heated seats (included in cold weather package)

Sport Package Revisions:

- ► 19" chrome wheel sport package canceled for MY 2009
- 20" sport package new wheel, 7-twin-spoke wheel design remains, two-tone finish is replaced by a high-polished aluminum finish

Cold Weather Package:

- ► 4-spoke heated leather steering wheel with shift paddles
- ► Heated rear seats
- Ski sack with rear seat pass-through

Technology Package:

- ► Adaptive cruise control
- ► Audi side assist
- ► Audi lane assist

Brilliant Black discontinued

2010 2011

Enhancements

► Vehicle not sold in MY12

2012





Audi Q5

2008

2009

Highlights— Introduction Year

- First implementation of Audi third-generation MMI Navigation plus in USA
- Segment-exclusive reclining and sliding second row (standard)
- Class-leading 4,400 lb. towing capacity (prep is standard, hitch available through dealer)
- Segment-exclusive crossbardetecting ESP system (crossbars standard)
- ► Standard 12-way power front seats and leather seating surfaces throughout
- Standard wood decorative inlays on doors, center console and passenger side dashboard
- Segment-exclusive Audi drive select
- Standard LED tail lights (includes brake lights, running lights and turn signals utilizing LEDe)
- Available Bang & Olufsen sound system (included in Prestige)
- Available Panorama sunroof with power sunshade
- S line package offers choice of 20" alloy wheels or 20" chrome wheels with summer performance tires
- Audi parking system advanced with rearview camera includes front and rear acoustic sensors
- Audi side assist (optional on Prestige)
- Segment-exclusive thermal heated/cooled cupholder (included in Prestige)
- Best-in-class 18 mpg city / 20 mpg combined fuel economy rating (among AWD traditional powertrain SUV competitors)
- ► Longest wheelbase in class
- Segment-exclusive 3-zone climate control (standard)
- ► Standard 18" alloy wheels

2010

Enhancements

- Fine Grain Ash, Natural Brown decorative inlays (exposed grain, matte finish)
- Audi side assist standard on Prestige model
- Luxury package for Prestige model
- Bang & Olufsen sound system available stand-alone option on Premium Plus
- New 20" five-segment spoke S line wheel
- Chrome trim outline on four-spoke multifunction steering wheel (standard)
- Indirect tire pressure monitoring system (uses ABS wheel-speed sensors instead of wheel-mounted units to detect air loss)

2011

Enhancements

- New Teak Brown exterior color
- ► 2.0T model introduced with new eight-speed Tiptronic® transmission and quattro®
- 2.0T available as a Premium and Premium Plus model
- 3.2 available as a Premium Plus and Prestige model with six-speed Tiptronic® transmission and quattro®
- 3.2 models include S line exterior package and 19" wheels standard
- Audi adaptive light included on 3.2 Prestige model
- Trip computer now includes an efficiency display (to help maximize and monitor fuel efficiency)
- HD radio now included with Audi MMI Navigation plus (optional on Premium Plus, standard on Prestige)
- 20" five-arm wheel package discontinued
- 6-CD changer discontinued (single-CD player remaining)

2012

- New S line plus package for 3.2 models (Titanium + S line package)
- Prestige models now include sunshades located in rear doors
- Audi advanced key standard on 3.2 Premium Plus, optional on 2.0T Premium Plus
- New Glacier White metallic exterior color
- New Monsoon Gray metallic exterior color
- New Moonlight Blue metallic exterior color





Audi Q7

2008

Enhancements

Standard on the

- ► 18", twin-spoke wheels with 255/55 all-season tires
- Privacy glass
- Power driver and front passenger seats with lumbar adjustment
- ► Leather seating surfaces
- ► Aluminum decorative inlays
- ► Six-disc, in-dash CD changer

Standard on the 3.6 Premium

- ► 18", twin-spoke wheels with 255/55 all-season tires
- Power tailgate
- Audi parking system advanced with rearview camera (plus front sensors)
- Heated front seats
- Third-row seat (sevenpassenger configuration)
- Driver information display (trip computer with check function)
- ► HomeLink®
- ▶ Bluetooth®
- ► SIRIUS® satellite radio
- ► Audi Music Interface

Standard on the 4.2 Premium

- ➤ 20", twin-spoke wheels with 275/45 all-season tires (19" n/c option)
- Wood shift knob
- ► Audi Music Interface

2009

Enhancements

- New packages: Premium,
 Premium Plus and Prestige
 (3.6), 3.0 TDI and Audi Q7 4.2
- The 3.6 trim package is a five-seat configuration only
- 3.0 TDI clean diesel new for 2009
- ► Audi lane assist discontinued
- Audi adaptive light discontinued
- Trip computer, SIRIUS® satellite radio and Audi premium sound system with DSP standard on 3.6 and 3.0 TDI
- New 19" wheel (replaces 7-arm design)
- Audi side assist standard on 4.2 model

2010

Enhancements

- Product update exterior: mirrors, grille, lights, tailgate, lower panels
- New Audi Xenon plus headlights with LED DRLs and turn signals (optional on 3.6/TDI)
- Standard LED tail lights (includes turn signals, running lights and brake lights)
- Single-frame grille now in gloss black with vertical chrome etrins
- New ambient lighting in all four doors (similar to A6/A8)
- New additional wood inlay on passenger-side dashboard
- Luxury Package on TDI Prestige/ 4.2 includes ventilated front seats
- Panorama sunroof standard on 4.2 model
- Audi Xenon plus lights available in Premium Plus package
- Audi MMI Navigation plus replaces previous MMI system (voice control now combined with Navigation)
- 3.6 V6 is rated as a ULEV (ultra-low-emissions vehicle)
- Extended leather package replaced by ventilated front seats in Luxury Package
- New instrumentation font (includes fuel door arrow)
- Exterior mirror housings from Audi 05
- Additional interior chrome accents (switchgear/12V power outlets)
- Product update interior: third-generation MMI, additional wood and chrome, interior lighting, optimized second row/third-row access
- ➤ Bahia Beige/Garnet Red/Condor Gray/Quartz Gray exterior colors discontinued (still available through special order)
- New Graphite Gray/Orca Black/ Teak Brown exterior colors
- Sliding 40/20/40 second row remembers where seat stops in its fore/aft travel after third-row entry/exit

2011

Enhancements

- Black headliner now included with the S line package
- Cricket Leather is no longer available
- Lower body panel strategy (3.0T = contrast paint, TDI = full body paint, 3.0T S line = S line exterior)
- 3.0 TFSI engine with two power levels, replaces 3.6 FSI and 4.2 FSI
- New eight-speed Tiptronic® transmission with quattro® standard on TDI and 3.0 TFSI
- New torque split for quattro®
 40:60 (versus 42:58)
- Audi Xenon plus with adaptive light standard on TDI Prestige and 3.0T S line
- Ventilated front seats standard on TDI Prestige and 3.0T S line
- Power tilt / telescoping steering wheel now included in TDI Prestige
- HD radio now included with Audi MMI Navigation plus (optional on Premium, standard on Premium Plus and Prestige)
- Warm Weather package now standard on TDI Prestige
- Audi adaptive cruise control now available on TDI Prestige
- Deep-tint Panorama sunroof with Warm Weather Package (standard: TDI Prestige/ 3.0T S line)
- Trip computer now includes efficiency display (to help maximize & monitor fuel efficiency)
- 6-CD changer is replaced with additional under-armrest storage (single-CD remaining)
- 3.0T available as a Premium or Premium Plus model
- 3.0T S line available only as a Prestige model
- ► TDI available as a Premium, Premium Plus, or Prestige model

2012

- 3.0T on Premium and Premium Plus with 280 hp (torque unchanged at 295 lb-ft.)
- New 19" 5-arm-Structuredesign wheel
- New second and third row headrest design
- New Audi connect[™] online services for Navigationequipped Q7
- New multi-function steering wheel and stalks for cruise control, wipers and turn signals
- Additional chrome applications around cupholder, window controls and climate control
- 20" chrome wheels no longer available
- New Pure White and Glacier White metallic
- Lower body panel: 3.0T = contrast paint, TDI = full body paint, 3.0T S line = S line exterior





2012

Enhancements

No major changes

Audi TT Coupe/Roadster

2008

Enhancements (all-new)

- ► New 2.0 TFSI engine with 200 hp
- ► S tronic transmission
- Audi Magnetic Ride adaptive suspension (optional)
- Audi Space Frame (ASF)
- ► Single-frame grille
- ► Retractable spoiler
- Dual-tipped exhaust pipes (3.2 model)
- Power soft top (Roadster)
- ► LED indicator lights integrated in side mirrors
- Bi-xenon adaptive headlights (optional)
- ▶ 19" wheels
- Audi Parking System (optional)
- New sports seat design with Alcantara[®]/leather surface
- Sporty flat-bottom steering wheel
- Knee airbags
- ► Bluetooth® (optional)
- ► iPod® interface (optional)
- Audi Navigation Plus with 6-CD changer (optional)

2009

Enhancements

- ➤ 2.0T S tronic available with quattro®
- New, simplified offer concept
- Standard equipment:
- Aux audio input
 - SIRIUS® satellite radio
 - Hill Hold Assist
 - Multi-function steering wheel
- ► Optional equipment
 - Chrome 18" wheel
 - Meteor Gray Pearl Effect paint
 - Black Baseball Optic seat
 - Magma Red Nappa leather interior (Roadster)

2010

Enhancements

Model line

- Elimination of TT 3.2 and TT FWD models
- Complexity improvement from 10 models to 4, 26 model levels to 10
- Reduction in stand-alone options
- ➤ TTS: Reduction of model levels from three to two

New Standard Features

- ► 18" 10-spoke bi-color alloy wheels with summer performance tires (TT)
- ► Storage package
- ► Leather armrest package
- ► Bluetooth® mobile phone preparation
- ► HomeLink®
- Power retractable top (Roadsters only)
- Load-through facility with removable ski bag (Roadsters only)

Options TT

- Added Navigation Plus with real-time traffic
- ► Elimination of exclusive leather package
- Heated seats added to Premium Plus
- ► New choice of AMI with iPod® interface for Prestige
- Leather packages require Premium Plus or Prestige
 New S line package with
- Alcantara® S line seat

 Chrome wheel added (Prestige only)
- Optional wheel program reduced and new 18" five-arm Dynamic Design wheel with summer performance tires added
- Stand-alone options reduced to Audi magnetic ride only

Options TT

- Added Navigation Plus with real time traffic
- ► Elimination of Premium Plus
- Prestige Model enhanced with Silk Nappa Leather Package and new 19" 5 tri-spoke design aluminum alloy wheels with summer performance tires
- New choice of AMI with iPod® interface for Prestige
- Baseball Optic Leather Package Prestige only
- Stand-alone options virtually eliminated

Color Program

- Exterior: Sahara Silver eliminated (TT)
- Interior: Exclusive line interior eliminated (TT)

2011

Enhancements

- Standard S line bumpers
- Xenon plus headlights with LED daytime running lights
- ► New 18" wheels
- New dual-exhaust pipe configuration
- ► Five new exterior colors: Volcano Red metallic; Scuba Blue metallic; Oolong Gray metallic; Dakota Gray metallic; Misano Red pearl effect
- ► Two new interior colors: Titanium Gray, Nougat Brown
- New interior materials: chrome inlay on steering wheel, high-gloss black elements and further aluminum elements
- All-new 211 hp 2.0 TFSI engine with Audi Valvelift System (AVS) resulting in more power, torque and improved fuel economy (211 hp and 258 lb-ft. torque)
- Optional Audi magnetic ride feature now includes the new "Sport" button program which dynamically complements Audi magnetic ride adaptive suspension damping with adjustments of throttle responsiveness and exhaust sound based on driver input
- Premium model eliminated: TT Premium Plus and Prestige models available
- Auto-dimming interior mirror now standard
- Light and rain sensors now standard
- ► Power seats now standard
- Fine Nappa leather heated seats now standard on Prestige models
- Audi parking system rear now standard on Prestige models
- Heated seats now a stand-alone option (Premium Plus model)
- Optional Navigation Plus with 6-CD changer or Audi Music Interface (Premium Plus model)
- New optional wheels for Premium Plus and Prestige models



100



Audi TTS Coupe/Roadster

2008

2009

Enhancements

- Introduction of TTS model with 265 hp, 258 lb-ft. of torque
- ► Audi magnetic ride standard
- Suspension lowered by 10 mm vs. TT model
- Standard bi-xenon headlights with LED DRL
- TTS-specific front and rear spoiler, quad-exhaust, and S-specific mirror housing in aluminum optic
- TTS-specific instrument cluster, steering wheel, embossed seats and shifter

2010

Enhancements

- Added Navigation plus with real-time traffic
- ► Elimination of Premium Plus
- Prestige Model enhanced with Silk Nappa Leather Package and new 19" 5 tri-spoke design aluminum alloy wheels with summer performance tires
- ► 19" 5-segment-spokes wheels replaces 5-parallel-spoke star design wheels as option
- New choice of AMI with iPod® interface for Prestige
- Baseball Optic Leather Package Prestige only

2011

Enhancements

- New front grille with horizontal cross braces in chrome
- New honeycomb design air intakes
- ► 19" segment-spoke design wheels and summer tires standard
- New exterior colors: Volcano Red metallic; Scuba Blue metallic; Oolong Gray metallic
- New interior materials: chrome inlay on steering wheel, high-gloss black elements and further aluminum elements
- Standard Audi magnetic ride feature now includes the new "Sport" button program which dynamically complements Audi magnetic ride adaptive suspension damping with adjustments of throttle responsiveness and exhaust sound based on driver input
- Premium model eliminated: TTS Premium Plus and Prestige models available
- Auto-dimming interior mirror standard
- Light and rain sensors standard
- Silk Nappa Leather Package standard
- ► Power seats standard
- Navigation Plus with 6-CD changer or Audi Music Interface is now optional on Premium Plus models
- Heated seats now a stand-alone option for Premium Plus models

2012

Enhancements

No major changes





Audi R8 Coupe/Spyder

2008

- ► Highlights— Introduction Year
- Mid-engine concept, axle distribution of 44 percent/56 percent
- ASF lightweight construction
- High-revving, 4.2-liter, V8 FSI engine (420 hp)
- ► quattro® all-wheel drive
- ► Manual six-speed transmission
- R tronic sequential manual transmission (optional)
- ► Audi Magnetic Ride
- ► Bi-xenon headlights
- ► LED daytime running lights
- ► LED rear lights
- ► Automatic rear spoiler
- ► 19", 5-arm, double-spoke alloy wheels
- Bang & Olufsen sound system (optional)
- Audi Parking System with rearview camera (optional)

2009

Enhancements

- ► Standard equipment:
 - 6-CD changer
 - Bluetooth® hands-free phone interface
 - HomeLink® garage door opener
- ► Optional equipment
- Audi Navigation plus not required option
- High-gloss polished 19" twin-spoke alloy wheels

2010

Enhancements

- ► New R8 V10 5.2 FSI (525 hp) quattro® coupe (Manual and R tronic) added
- Added Navigation plus with real-time traffic
- World's First full LED headlights (standard on 5.2)
- New quattro® GmbH exclusive optional items:
 - Carbon fiber door sills
 - Carbon fiber exterior mirrors
 - Carbon fiber body kit
 - Illuminated door sill inserts
 - Piano Black interior inlays
- New Audi music interface available with Navigation as of 08/09 production) (standard on 5.2)
- ► New Titanium finish wheel
- New exterior colors: Lava Gray (V8 and V10), Sepang Blue (V10 only)
- New interior leather: Red Fine Nappa

2011

Enhancements

- Additional 10 hp engine output for R8 4.2 quattro® (V8) models (to 430 hp total)
- New Bluetooth® mobile phone prep with seatbelt microphone standard
- Enhanced Black Leather Package with contrast stitching (Requires PL3 and black leather); contrast stitching on seat, monoposto, knee pad, instrument panel cover (optional)
- ➤ New optional Titanium Sport Package (for R8 Coupes only) includes exterior black optic package; interior Piano Black inlays; black Alcantara® headliner; black exhaust pipes; black Fine Nappa leather seats (standard on 5.2 models); black leather door inserts and door handle (standard on 5.2 models); Titanium Finish 19" 5-arm double-spoke wheels and summer performance tires
- New Audi carbon ceramic rakes (optional)
- New perforated leatherwrapped multifunctional sport steering wheel (optional)
- ► New instrument cluster in white (R8 5.2 only) (optional)
- New 19" polished ten-spoke Y design aluminum alloy wheels (R8 5.2 only) (optional)

2012

- Limited-edition R8 GT model
- ► No major changes

