



ID.4 EDITION

Dear Volkswagen Dealers,

Last Wednesday morning marked one of the most exciting moments in the history of the Brand: The debut of our first ever all-electric SUV, the Volkswagen ID.4. The reveal so far has proved to be a resounding success, as we received 2,626 reservations in just the first day alone, selling out the ID.4 1st edition within hours!

As Scott made clear in his remarks, this vehicle not only presents a brilliant sales opportunity today, it also sends a clear message to consumers across the country that Volkswagen is committed to making EVs accessible to the millions — not just the millionaires — for years to come.

Of course, realizing that vision begins with carrying forward our collective excitement and momentum in order to motivate customers to take their very first trip down Electric Avenue when the ID.4 hits showrooms later this year. So, to that end, last Wednesday we sent a suite of communications that will help you do precisely that. The full suite is available on www.vw-now.com, and includes Post-Reveal Updates, as well as an ID.4 Product Cheat Sheet, ID.4 Knowledge Guide, and an IDM Guidelines Update.

Scott also spoke about this topic and much more in the video message that was sent to all dealers and also accompanies this email communication, so please be sure to watch as soon as possible to get up to speed.

Thank you all again for the work you've done to prepare for the arrival of this incredible vehicle. This is truly an exciting time to be a part of the Volkswagen family, and I truly believe the electric era will be our best one yet.

Sincerely,

DUNCAN MOVASSAGHI
EVP, Sales & Marketing
Volkswagen of America, Inc.

SEPTEMBER HEADLINES

EV Readiness celebrated a successful reveal of the ID.4.

Marketing is changing the EV narrative in America.

Product provided an update on estimated MY21 launch timing and announced the new security console safe by Tuffy® Security Products accessory for Atlas and Atlas Cross Sport.

Sales recapped September Dealer support and provided a production update.

After Sales announced the launch of Phase 1 of the Mobile Service Program.



ELECTRIC Vehicles



With the reveal of the all-new fully electric ID.4 now in our rearview, we're excited to announce that the Volkswagen Reservation Platform is officially live! In fact, the reservation site crashed due to the groundswell of traffic, and we ended up with 2,626 reservations on our first day alone!

Also, if you attended one of the EV Dealer Town Hall Virtual Meetings, you should already be in good shape to begin the electric era at your dealership. For those who missed it, we have prepared a few tips to help you prepare for the future for our Brand.

EV SPECIALIST

Your team of EV Specialists will play a critical role when the ID.4 hits showrooms. Here's a quick checklist to help you ensure you're ready:

- + Have you identified enough EV Specialists at your store to gear up for customer inquiries?
- + Does everyone at the dealership, including your receptionist, know who the EV Specialists are, so they can direct customers as well as incoming calls from the Volkswagen Customer CARE team?
- + If your EV Specialist(s) missed the special virtual EV event hosted by VWoA leadership on 9/21, please [click here](#) to review a video recording of the event.

TRAINING

Reservation Platform training is live along with various other trainings focused on emobility and charging. While it is only required

for Sales roles, we recommend that everyone at the dealership take the training.

RESOURCES

Have you recently checked out our EV microsite, Volkswagen [EV-World](#)? You can find useful material on industry information, an MEB platform overview, and charging basics, as well as links to Federal and State Incentive information sites, route planning sites and much more.

SHARE THE MOMENT

Did you host an event for your employees or customers to watch the reveal? If so, please forward any photos you have to emobility@vw.com by Friday, October 2nd for a chance to be featured in the next Plugged In Newsletter!

MOVING FORWARD

With the reveal complete, it's time to turn our attention to the actual vehicle launch, which is just around the corner! Please continue to work with your field representative to complete your consultations and finalize Co-Op discussions. For more info on that, please [click here](#).



Marketing

Last Wednesday, we revealed the most important Volkswagen since the launch of the Beetle in the US. The ID.4 is another proof point of Drive Bigger that will help push the industry harder on the mass adoption of EVs — because this vehicle will be for the millions, not the millionaires. We look forward to supporting this stunning vehicle with some great marketing as we prepare for its arrival in showrooms later this year!

THE BIG DAY

On reveal day, we had quite the lineup of activities happening to drive reservations and awareness of our new electric vehicle. In addition to the live stream of the reveal on Youtube, we shared a gallery of beauty shots of the vehicle, changed over the masthead across VW.com and social platforms, and engaged with audiences by sharing an EV Educational Quiz. CRM was also at the forefront, as we sent owner, handraiser and conquering emails to kick off the road to 25,000 reservations by the end of 2020. Between the reveal and these supplemental efforts, we drove so much traffic to the site that it crash, and ended up with 2,626 reservations in just the first day alone. Incredible job, everyone!

CHANGING THE EV NARRATIVE

As we gear up for the ID.4 to hit showrooms later this year, we have a big task ahead of us. Today, 75% of Americans say that they want to test drive an EV, but only a small fraction have ever been a passenger in one. We want to change that, and it starts with changing the narrative about EVs. There are misunderstood facts about EVs which are rooted in the compromises people fear, like limited range and access to charging networks, or that they won't have the functionality needed to fit their lifestyle. We want people to feel confident and educated on their EV purchase. No OEM has yet connected the actual transformative benefits of going EV at a universal human level, so this is what we'll communicate with our launch campaign.



ONGOING SUPPORT FOR SUVs

The ID.4 isn't the only vehicle that received attention this month. We have also supported SUVs in September with a Tier 2 spot called "A Range of Personalities," which will be available in a :23/:07 and :08/:07. The creative features footage of the Atlas Cross Sport, Atlas, and Tiguan. We will be tapping into our family of SUVs and sharing how they can help make consumers' family life that much better! The new SUV ads went live Sep 18th on broadcast, digital and paid social.

We are truly excited for this new era for VW and looking forward to the ID.4 Launch Campaign ahead of us, and we'll be back with more updates next month!

JENNIFER CLAYTON
Director, Brand & Retail Content



Product

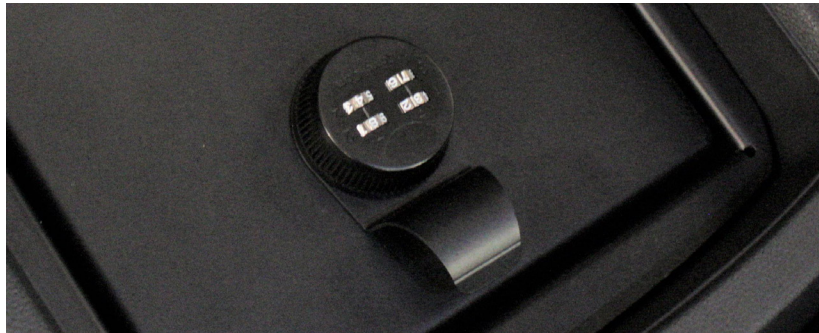
Though we have a number of exciting things happening on the Product side, the biggest story this month was unquestionably last week's reveal of the Volkswagen ID.4. As Scott said, this vehicle truly does have it all: form, function, values, vision and, of course, great value. It's the right vehicle, at the right time, and we know that you — and your customers — are going to love it!

ESTIMATED MY21 LAUNCH TIMING

We are excited to announce that the rest of our MY21 vehicles will be launching soon! Below are details on the estimated launch timing:

- + The MY21 Atlas **Facelift** launched early in Q2.
- + The MY21 Passat and Atlas Cross Sport, along with MY21.5 Atlas, will launch in early Q4.
- + The MY21 Arteon, Tiguan, GTI, GLI, Golf, and Jetta will closely follow, launching in the middle of Q4.
- + The all-new MY21 ID.4 will launch Nationwide in Q1 2021.

Stay tuned for more details about the launch of these MY21 vehicles!



WHAT'S NEW: SECURITY CONSOLE SAFE BY TUFFY® SECURITY PRODUCTS FOR ATLAS AND ATLAS CROSS SPORT MODELS

With the Security Console Safe, drivers can now keep their sensitive gear and personal items safe and secure during an outdoor adventure or while they're out on the town. The Security Console Safe stays hidden from prying eyes underneath the factory center console lid and features key-free access with a 4-digit combination lock, as well as a full storage area protection for added security. The Security Console Safe also has access cut outs for vehicles equipped factory USB connectors.

To learn more about the product and manufacturer's warranty, follow this [link](#). A short product video can also be viewed on VWWebSource by clicking [here](#).

That's all from Product for this month. See you down Electric Avenue!

A handwritten signature in blue ink, reading "Hein Schaffer".

HEIN SCHAFER
SVP, Product Marketing & Strategy

Sales

With all of the excitement around last Wednesday's ID.4 reveal, we don't want to miss the chance to congratulate you on another outstanding month of sales in August! Strong performances from both Atlas and Atlas Cross Sport helped the Brand earn significant SUV market share, and we look forward to building upon that momentum as the new month begins. We hope you are as thrilled as we are about the road ahead and our electric future!

ID.4 DISTRIBUTION & ALLOCATION

- + The first shipments of the ID.4 1st Edition will be delivered in early 2021, with dealers in specific ZEV states (and states with other legal requirements) to receive their first deliveries earlier.
- + Apart from some initial volume to be directed to these specific ZEV states, all ID.4 1st Editions will be assigned based on the customer reservations placed into the Volkswagen Reservation Platform on the day of the reveal.
- + Following the initial 1st Edition deliveries, the Pro RWD and Pro AWD versions of the ID.4 will ship later in 2021.
- + Assignments of the ID.4 will continue to follow the customer reservations, with the oldest reservations in the system to be allocated against the earliest production available.

ID.4 DEMO UNITS

- + Volkswagen will provide dealers demo inventory beginning in the 1st quarter 2021 due to the restricted availability of inventory we expect at dealers as we work through our backlog of reservations.
- + More details on our demo program to come in October.

ID.4 INCENTIVES

- + VCI published a bulletin last week (V2009-920 INF) with the MY21 ID.4 RV schedule. Please note that these RVs will hold for the entire model year, and are blended across all trims. The ID.4 will be available with standard rates.
- + Additionally, VCI published a reminder (V2009-453INF) of lease extension availability as customers who have placed a reservation for their ID.4 may need to extend their lease as they await delivery of the vehicle.

SEPTEMBER DEALER SUPPORT RECAP

- + \$300 TAB remains guaranteed across all models
- + \$100 Sales Elite continues

- + 0% for 72 months continues on most MY20 models
- + 0% for 60 months on **MY20 Golf and GTI**
- + \$250 National Dealer Cash on **MY20 Tiguan, MY20 Atlas Cross Sport, and MY21 Atlas**
- + \$500 VCI Bonus to 0.9% for 60 months on **MY21 Atlas**
- + \$4000 Dealer Cash on **MY20 Arteon**
- + \$2000 Dealer Cash on **MY20 Golf**
- + \$2500 Dealer Cash on **MY20 GTI**
- + 0% APR for CPO continues into September - September rates are 0% for 24 months, 2.99% for 60 months and 3.99% for 72 months

PRODUCTION

August output for Chattanooga outpaced July volumes for all three carlines, and we look forward to building upon that success as we close out September. As for Puebla, there was no Tiguan production during the week of August 17th due to over-performance in previous weeks and a planned shutdown period prior to the MY21 changeover. Though we may still see some week-over-week increases and decreases in volume output, we are definitely moving in the right direction on production and supply.

LEVERAGE AFFINITY & SPECIAL CPO RATES

Please take advantage of the guaranteed Affinity Elite Status in Q3 and the low residual value prices to buy quality used cars on VW Direct. Every purchase brings you closer to achieving Elite Status in Q4, and don't forget to continue leveraging another month of 0% APR for CPO in your marketing campaigns to drive in-dealership traffic.

That's all from us this month, happy selling!



DAVE LUEDERS
SVP, Sales (Interim)

After Sales

We hope you enjoyed the reveal of the ID.4 last Wednesday! EVs will unquestionably bring forth some changes to the After Sales business, and we look forward to working with you as we usher in those changes in the months ahead. For now, though, we are pleased to announce some exciting new programs as we enter the latter half of the year, and we thank you for your continued commitment to delivering an exceptional customer experience that keeps them coming back for service!

ECONNECT FLEXIBLE PAYMENTS

In August, Volkswagen After Sales announced the launch of the eConnect Flexible Payment Program, which allows dealerships to offer short-term financing to help customers service their vehicles with flexible payment options. For additional information about this program, [click here](#).

MOBILE SERVICE UNIT

Volkswagen After Sales is pleased to announce the launch of Phase 1 of the Mobile Service Program. This program will launch in multiple phases in order to accommodate dealership capabilities. Mobile Service is designed to meet the Electric Vehicle (EV) customer's factory maintenance servicing needs and give Dealers an opportunity to reconnect with inactive and dormant customers who may have left the dealership due to lack of convenience.

For additional information about this program, please [click here](#). If you would like to enroll in the program, [click here](#) for a copy of the enrollment form.

FALL INTO SAVINGS MARKETING CAMPAIGN

Volkswagen of America recently launched the Fall-Into-Savings Promotion to help drive traffic into dealerships. This year, 73% of Dealers enrolled in the promotion, and gift cards were mailed to customers on September 1st, at no charge to Dealers. The cards will remain valid through the month of September, and customers must spend a minimum of \$150. Please note that gift card values will vary by customer loyalty segments. If you are a participating dealership, please make sure your advisors are aware of the offers that will be coming in throughout the month of September.

That's it from After Sales. Here's to finishing the month strong!



DAVE DURANT
SVP, After Sales

