

Bulletin Number 09-C-0001	National Incentive Program Code N/A	Program Name Audi VIP Sales Program		Date Issued 1/6/2009
Previous (Superseded) Bulletin Number N/A	Start Date 1/6/2009	End Date 2/2/2009	Dealer Review Period End 3/31/2009	
Distribution <input checked="" type="checkbox"/> Dlr. Principal <input checked="" type="checkbox"/> F&I Mgr. <input checked="" type="checkbox"/> Gen. Mgr. <input checked="" type="checkbox"/> Office Mgr. <input checked="" type="checkbox"/> Sales Mgr. <input type="checkbox"/> ABS		Audi Incentives Service Desk (888)777-9336 Audi Financial Services Dealer Line (888)464-2834		Source Audi Sales Operations <input type="checkbox"/> Audi New <input type="checkbox"/> Audi CPO <input checked="" type="checkbox"/> Corporate Sales <input type="checkbox"/> AFS



Audi VIP Sales Program

Official Rules & Regulations, Terms and Conditions

Program Period

January 6, 2009 – February 2, 2009

Program Summary

The Audi VIP Sales program will continue in 2009. Customers approved for Audi's VIP sales program are eligible for special pricing of 10%, 15%, or 20% below MSRP on select Audi models.

- Customers will not receive special pricing on AudiCare or accessories through the VIP sales program.
- **Purchases made under the VIP Sales Program DO NOT qualify for any other retail incentives including, but not limited to, AFS special APR or lease rates, marketing programs, and/or owner loyalty programs.**
- AoA field team must place special program code **"09VIP"** on the vehicle to qualify.

Eligible Vehicles and Allowances

Eligible Models	Special Pricing Allowances
A3 (all models)	10%, 15%, or 20% below MSRP
A4 (all models)	10%, 15%, or 20% below MSRP
A5	10%, 15%, or 20% below MSRP
S5	Allocation only, no special pricing
A6 (all models)	10%, 15%, or 20% below MSRP
A8 (all models)	10%, 15%, or 20% below MSRP
Audi Q7	10%, 15%, or 20% below MSRP
TT	10%, 15%, or 20% below MSRP
R8	Allocation only, no special pricing

The vehicle must be sold, delivered, registered and properly reported during the aforementioned program period to an actual retail customer, who may be a buyer or lessee. Vehicles sold to dealer-affiliated lease companies are eligible if they are actually leased and delivered to a retail consumer during the Program Period. **Cars reported in the dealership's name are NOT ELIGIBLE under this program.**

Exports, Salvage, and Fleet Sales: Vehicles found at any time to have been exported from the U.S. or Canada will be ineligible for purposes of all Audi programs and incentives. To the extent any credit, allowance, or bonus is ever paid by Audi of America (AoA) with respect to a vehicle that is ever subsequently found to have been exported, such payment will be debited to the dealer parts account. Fleet sales, vehicles sold for salvage, and vehicles sold to daily rental companies are not eligible.

Special pricing is determined based on the following:

- **Local Hero** – 10%: Dealer should submit an e-mail summary to AGM explaining why the VIP candidate should qualify for the Audi VIP sales program. If approved, candidate information and AGM approval must be forwarded via e-mail to Corporate Sales.
- **National Hero** – 15%: Candidate approval based on the discretion of AoA and Audi AG.
- **International Hero** – 20%: Candidate approval based on the discretion of AoA and Audi AG.

Audits: All claims submitted by dealer or its personnel must be proven upon request. AoA has the right to audit dealer records and to disqualify a transaction if it is not eligible under the terms of this program. Dealer will provide AoA sales invoices, lease contracts, cash receipts, title and registration applications, temporary registration, and odometer disclosure statements for all claims, and any other documents AoA may require in order to verify claims. Dealer will keep all documents relating to claims for at least one year after this Program ends. AoA's right to audit claims continues after this Program ends.

Sales Reporting

- All vehicles must be new, untitled, and unreported
- Vehicles must be sold and reported as retail kind of sale (KOS 0, 2, 3).
- Upon delivery, dealer must submit the Audi VIP Reimbursement Form to the Corporate Sales fax with the documentation as listed on the reimbursement form. This form is available on <http://www.audicorporatesales.com>, under "V.I.P. Program", Audi VIP Reimbursement Form.
- Dealer will not be reimbursed until VIP Sales Reimbursement form is received.

Dealer Changes: If there is an ownership change at the dealer during the Program Period, the new dealer and its personnel will be eligible to participate in this Program if there is no interruption in the operation of the dealership. Audi will make all payments to its then-currently-authorized dealer, as if there had been no ownership change. Any adjustments between the old and new dealers are their responsibility.

Final Decision, Amendments: Audi's decision is final in all matters relating to this program. Audi has the right to amend or cancel this Program at any time for any reason. **ONLY A WRITTEN NOTICE TO ALL PARTICIPATING DEALERS MAY AMEND THIS PROGRAM.**

Program Notes

- Dealer will be reimbursed to invoice less advertising, preparation, and inspection fees within 45 days of receipt of Audi VIP Reimbursement Form.