



Attention:
Dealer Principals
General Managers
Sales Managers
Pre-Owned Sales Managers

Sales Your reference
Audi Certified *:plus* April Offer Your message of
Audi Certified Sales Our department
905 428 5899 Telephone
Dimitri.Tsalavoutas@audi.ca e-mail

2023-03-31 Date

Subject: Audi Certified *:plus* April Special Offer

Dear Audi Colleagues,

We are pleased to announce a special CPO offer in conjunction with After Sales for the month of April. All eligible **Audi Certified *:plus*** models reported sold in OMD qualify for a \$750 customer credit toward the purchase of an Audi Care pre-paid maintenance plan. The credit offer will be communicated to customers in a tailored conversion layer through digital media as well as through a CRM module. In order to receive the credit, the vehicle Bill of Sale must show the \$750 credit applied as a clearly visible line item, in addition to the Audi Care purchase also appearing on the Bill of Sale.

Audi
Canada

777 Bayly Street West
Ajax, Ontario
L1S 7G7
Canada
Tel. +00 (1) 905 428 6700
Fax +00 (1) 905 428 4891
www.audi.ca

Event Period: April 1, 2023 to May 1, 2023
Event Offer: \$750 customer credit toward purchase of Audi Care
Dealer Participation: \$250 event participation fee per eligible claimed unit
Eligible Carlines: **All** qualified **Audi Certified *:plus*** models reported in OMD as an Audi Certified *:plus* vehicle (KOS B, 6 or A) within the program period.

This offer includes a dealer participation fee of \$250. The balance (\$500) is to be claimed via the Audi Incentives Claims Portal.

- Navigate to **Audi Incentives Claim Portal** in [Access Audi](#)
- Select “New Claim”
- Search by VIN
- Find the applicable program:
A23CPOAC “CPO Audi Care Credit April”
- Input any necessary information and include attachment (Bill of Sale as noted above)

If you have any issues with claims please reach out to the Incentive Service Desk at ISD@audi.com or by phone at 888-777-9336 option 1.

The Audi Certified *:plus* April offer starts on April 1, 2023 and concludes on May 1, 2023. Eligible vehicles sold and reported in OMD during the sales event period qualify for the sales event offer. Vehicle must be reported as Kind of Sale B (Tier 1 Warranty), Kind of Sale 6 (Tier 2 Warranty), or Kind of Sale A (CPO No Warranty) in order to qualify.

Customer Bill of Sale must clearly indicate Audi Care purchase and that the \$750 credit has been applied towards the purchase price.



As part of the event, an amount of \$250 event participation fee per sale will apply to all eligible vehicles. The balance of the \$750 customer credit (\$500) is to be claimed via the Audi Incentives Claims Portal.

To qualify, the following conditions must be met, no exceptions will be considered:

- > Vehicles must be delivered and reported sold in OMD Web (RDR'd) as KOS B, KOS 6, or KOS A by April month-end (until May 1, 2023)
- > The vehicle Bill of Sale must show the \$750 credit applied as a clearly visible line item, in addition to the Audi Care purchase also appearing on the Bill of Sale

Marketing Campaign

Audi Canada will be running a series of marketing campaigns to promote the Audi Certified *plus* program as well as this offer.

Please take full advantage of this special offer to make this event a great success for your dealership!

Great selling,

Michael Brennan
Manager, Used Vehicle & Corporate Sales

Dimitri Tsalavoutas
Certified Pre-Owned Manager