



June 11, 2008

To: All Volkswagen Dealers in Canada

Attn: Dealer Principals / General Managers
Sales Managers

LAUNCH UPDATE -- 2009 Jetta Sedan TDI

We are pleased to confirm the initial marketing vehicle that each dealership will receive is currently in transit from the factory. We anticipate delivery of these vehicles to all dealerships beginning in late June within a minimum gap between individual dealer arrivals. These cars are configured to best showcase the vehicle, and will allow you to maximize test-drives and pre-sales opportunities. All vehicles are Highline 2.0 140HP TDI with automatic transmission in Reflex Silver Metallic on Anthracite Vienna leather. They are outfitted with ESP, Sirius Satellite Radio, and Rear Side Airbags.

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Prior to receipt of the vehicle your Area Manager will contact you and request that you sign a demo agreement as these vehicles cannot be retailed until October 1, 2008.

We recognize the need for advanced incentive information to capitalize on Jetta TDI prospects. We will launch with a 6.9% lease rate up to 48 months, and loan rates of 4.9% / 36months, 5.9% / 48months, and 6.9% / 60 months. Introductory rates and residual values will be in place from September until the end of this selling year. Residuals will be announced in July.

In order to assist your order management, the VIM system is now open to accept orders. Orders will be accepted within allocation, which is targeted to be published with the July Dealer Based Order for September/October production. Your Area Manager will be able to communicate your estimated total Jetta Sedan TDI volume for this calendar year at that time.

The Jetta Sedan TDI will appeal to both buyers familiar with the benefits of VW TDIs, as well as a new group of customers interested in fuel efficiency and conscious of environmental considerations. Our in-dealership Sales Training has already begun, and your dealership is already scheduled to be visited by a VW Sales Trainer....and a 2009 Jetta Sedan TDI! Your staff will be very excited to learn and experience the Clean Diesel first hand. The Marketing group will provide a comprehensive update shortly.

Kindly contact your Area Manager with any questions.

Best Regards,

A handwritten signature in cursive script that reads "Charlie Lewis".

Charlie Lewis

