



## Volkswagen Telematics by OnStar®

**Safety, security, and personalized information is available when needed, 24 hours a day, 365 days a year!** Using a state-of-the-art Global Positioning System (GPS) and wireless technology, OnStar provides personal assistance to Touareg drivers on the road, anytime, anywhere. All drivers are susceptible to trouble or inconvenience while driving. Loss of direction, airbag deployment, keys locked in the vehicle, or even a medical emergency are a few examples in which OnStar can provide its customers instant help and comfort. With the push of a button, a highly-trained Advisor is available for immediate assistance. In addition, OnStar offers its customers convenient and leisure services such as hotel and restaurant reservations, access to news and e-mail, and personal, wireless phone-calling – all within the confines of the vehicle.



OnStar is a simple, three-button system that allows the driver access to a friendly and skilled Advisor, hands-free. The white dot button allows access to a hands-free, voice-activated phone. The blue OnStar button connects the driver to an OnStar Advisor for a broad range of services, and the red OnStar emergency button retrieves immediate emergency services. A small microphone picks up the driver's voice, while the OnStar Advisor communicates through the stereo speakers. If the driver needs OnStar subscriber services outside the vehicle, a toll free number is available at all times (1-800-ONSTAR-7). This number requires a PIN. There is also a customer care number available (1-888-390-4050).

## Available Plans

OnStar offers three service plans.

### Safe and Sound Plan



#### Automatic Notification of Air Bag Deployment

An airbag deployment triggers a call from OnStar to see if assistance is required.



#### Emergency Services

Pressing the emergency button initiates immediate assistance from an Advisor who can give the driver's location and type of request to the closest emergency service provider.



#### Connection to Volkswagen Roadside Assistance

Help is provided to Volkswagen drivers with flat tires or empty gas tanks, for example.



#### Stolen-Vehicle Tracking

OnStar connects the driver to appropriate authorities and assists in locating the vehicle.



#### AccidentAssist

An Advisor helps the driver know what to do after an accident.



#### Remote Door Unlock

If keys are locked inside, a simple call to OnStar with a PIN results in a transmitted signal that unlocks the doors.



#### Online Concierge

Shopping, traveling, entertainment and other services are available via a computer — anytime, anywhere. Customer simply logs in to <http://www.myonstar.com>.



#### Remote Horn and Lights

If a parked car needs to be located, OnStar can activate the horn and lights for a quick location of the vehicle.

## Directions and Connections Plan

This plan offers everything found in the Safe and Sound Plan, plus:



#### Route Support

Customers get directions to almost any destination, anytime.



#### RideAssist

A cab can be requested in the event a customer cannot drive, and if none is available, a friend or relative can be contacted.



#### Information/Convenience Services

The most current information is available on the nearest hotels, restaurants, ATMs, gas stations and more. Reservations can be made by an OnStar Advisor.

## Luxury and Leisure Plan

This plan offers everything in the Directions and Connections Plan, plus:



#### Personal Concierge Services

A highly-trained OnStar Concierge helps with getting tickets to plays, sporting events or even vacation planning.

### These services are also available with all three plans:



#### Personal Calling

OnStar Personal Calling makes it safer and more convenient to make calls. The white dot button is an integrated, hands-free wireless phone that is voice-activated, so now eyes are kept on the road and hands remain on the wheel. There are several packages of Personal Calling minutes to choose from. To activate the Personal Calling subscription, just press the blue OnStar button in the vehicle.



#### Virtual Advisor

Personal Calling minutes can be used to access personalized traffic, news, sports and weather reports, stock quotes, e-mail and more. To access the voice-activated OnStar Virtual Advisor, customers just press the white dot button and say, "Virtual Advisor." Customers connect to needed information without taking their hands off the wheel or their eyes off the road. They can customize their Virtual Advisor experience at <http://www.MyOnStar.com>.

## What is GPS?

GPS, which stands for Global Positioning System, shows your exact position on the earth anytime, anywhere, and in any weather by the use of satellites. The satellites transmit signals that can be detected by anyone with a GPS receiver. Using the receiver, people can determine their location with great precision.



## Identifying Customer Needs<sup>1</sup>

### Introduce Personal Calling and Virtual Advisor.

- Available with any OnStar subscription
- Safer in-vehicle phone with no extra equipment to buy
- Prepaid packages mean no additional long distance or roaming charges
- Location-based traffic (available in select markets) and weather information
- 30 complimentary minutes (available for 60 days after activation)
- See <http://www.onstar.com> for current pricing.

### Introduce and demonstrate OnStar (automated and live demos).

- Factory-installed in Touareg
- Unsurpassed combination of safety, security and convenience
- Safe and Sound standard for one year

### Qualify every customer to match driving needs to the appropriate OnStar Service Plan.

- “I just want to know there’s help when I need it” – Safe and Sound
- “I travel a lot in my vehicle” – Directions and Connections
- “We like driving vacations” – Directions and Connections
- “I entertain clients all the time” – Luxury and Leisure
- “Safety is important to me. I like to reach my family quickly” – Personal Calling and Virtual Advisor

### Look for upgrade opportunities from Safe and Sound to Directions and Connections or Luxury and Leisure Plans.

- Save time. Live, trained Advisors available 24/7 to help
- Better match for customer’s lifestyle and vehicle use
- Help influence vehicle purchase
- Include Personal Calling and Virtual Advisor
  - Convenience of a cell phone with no extra equipment to buy
  - Connection to Web-based services
  - Real-time traffic information (available in select markets)
  - 30 minutes of complimentary wireless service

### Use the OnStar Walkaround Process.

- Demonstrating is always better than explaining
- Feature OnStar using the walkaround

### The Walkaround Process

Showing is always better than telling. Take a walk and show customers how OnStar relates to the various parts of the vehicle.

Location	Features to point out
Window Sticker	<ul style="list-style-type: none"> <li>• OnStar services standard feature or part of package group option</li> <li>• Highest safety, security and value for vehicle of this class</li> <li>• Potential insurance savings from stolen vehicle tracking</li> </ul>
Front of Vehicle	<ul style="list-style-type: none"> <li>• OnStar automatic notification of front and side airbag deployment</li> <li>• Note AccidentAssist service help in a time of need</li> </ul>
Rear of Vehicle	<ul style="list-style-type: none"> <li>• Connection to Volkswagen Roadside Assistance for out-of-gas situations or flat tire repair</li> </ul>
Side of Vehicle	<ul style="list-style-type: none"> <li>• Remote door unlock</li> </ul>
Inside the Passenger Compartment	<ul style="list-style-type: none"> <li>• Location of the OnStar buttons and explanation of their functions</li> <li>• During demonstration ride, push the blue OnStar button for a 1.5 minute service review</li> </ul>

<sup>1</sup> From *OnStar 2003 Dealer Consultant’s Pocket Guide*.



## Volkswagen Delivery Process

Thoroughly perform the perfect delivery and follow up on any concerns. In this way, you will meet or exceed the customer's expectations. The following steps are covered:

- The Service Technician must test for cellular connectivity and must verify button operation.
- Prior to delivery, the Sales Consultant should enroll the customer in the selected Volkswagen Telematics by OnStar plan. The Subscription Service Agreement (SSA) form ensures all the necessary customer information is gathered. The Sales Consultant may enroll the customer online at <http://www.onstarenrollment.com>. See the **Enrolling Customers and Activating OnStar** topic for further information.
- The Sales Consultant should present the customer with the Volkswagen *Telematics by OnStar Manual* along with all owner documents.
- The Sales Consultant should present the customer with a temporary personal identification number (PIN). The customer can change this PIN either online or by pressing the blue OnStar button and talking with an Advisor.
- Product demonstration by the Sales Consultant should include the highlights of the services offered by the plan chosen by the customer. Customer expectations should be aligned with those services.

The Sales Consultant can mention that it may take up to 90 seconds for an Advisor to answer. A beep indicates connection. A customer who hangs up by pushing the white dot button will be placed at the end of the queue when he or she tries again.

## Enrolling Customers and Activating OnStar

Begin with either Step One A or B:

### Step One A

*(If enrolling customers online)*

1. Go to OnStar's Online Enrollment Web site – <http://www.onstarenrollment.com>. A Canadian link is also provided.
2. Select the appropriate enrollment type.
3. Complete the online form.
4. Review the form to confirm that all information is correct.
5. Print form; have customer sign and give them a copy.
6. Click "Submit Form" ... it's that easy!

An e-mail confirmation will be sent to the dealer within four to six hours after submitting the form. Once confirmation is received, the vehicle may be activated. Go to Step Two on the next page.

### Step One B

*(When/if completing the SSA form with your customer)*

1. Include credit card information and 4-digit personal identification number (PIN).
2. Review Personal Calling packages.
3. Have customer sign SSA and give them a copy.
4. Retain a copy of the SSA for your records.

**OnStar** SUBSCRIPTION SERVICE AGREEMENT Dealer Stock # \_\_\_\_\_  
Account Number: \_\_\_\_\_ Issued by OnStar

Does the subscriber have an existing OnStar Account?  Y /  N (circle one)

Existing OnStar Account Number (if known): \_\_\_\_\_

If NO, type of New Account:  Personal  Business  Fleet  Dealer Demo  Daily Rental

Account Owner  
Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Title: \_\_\_\_\_  
Zip: \_\_\_\_\_ Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_  
Phone (daytime) ( ) \_\_\_\_\_ Phone (evening) ( ) \_\_\_\_\_ Phone (portable) ( ) \_\_\_\_\_  
Email Address: \_\_\_\_\_ PIN: \_\_\_\_\_

Additional Subscriber  
Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Title: \_\_\_\_\_  
Zip: \_\_\_\_\_ Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_  
Phone (daytime) ( ) \_\_\_\_\_ Phone (evening) ( ) \_\_\_\_\_ Phone (portable) ( ) \_\_\_\_\_  
Email Address: \_\_\_\_\_ PIN: \_\_\_\_\_ Same Account rights as Account Owner?  Y /  N (circle one)

Business Account Name: \_\_\_\_\_ Tax Exempt Number: \_\_\_\_\_  
Zip: \_\_\_\_\_ Business Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_  
Primary FAN (Fleet Account #) \_\_\_\_\_ Secondary FAN: \_\_\_\_\_  
Vehicle Identification Number (VIN) \_\_\_\_\_ Year: \_\_\_\_\_ Color of Vehicle: \_\_\_\_\_  
Delivery Date: \_\_\_\_\_ State Registered: \_\_\_\_\_ License Plate Number: \_\_\_\_\_

All new vehicles with factory installed OnStar Equipment include one of the following Service Plans for one year:

<b>SAFE &amp; SOUND</b> • Emergency Assistance Services • Notification of Airbag Deployment • AccidentAssist • Roadside Assistance • Stolen Vehicle Tracking • Remote Door Unlock* • Remote Diagnostics* • Remote Vehicle Alert: Horn & Lights Activation* • Online Concierge Services * Certain features not available on all vehicles \$16.95 per month / \$199 PER YEAR	<b>DIRECTIONS &amp; CONNECTIONS (SAFE &amp; SOUND, plus...)</b> • Route Support/Directions • Information Services: Point-of-Interest Lockups, nearest gas station, ATM, etc. • Convenience Services: Restaurants/Hotel Reservations • RideAssist \$34.95 per month / \$399 PER YEAR	<b>LUXURY &amp; LEISURE (DIRECTIONS &amp; CONNECTIONS, plus...)</b> • Personal Concierge Services - Help completing vacation plans, and procuring tickets to concerts, shows, and sporting events, etc... \$69.95 per month / \$799 PER YEAR
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**OnStar PERSONAL CALLING & VIRTUAL ADVISOR** (available with any of the above Service Plans)  
Excludes the convenience of voice activated, hands free wireless phone service in your vehicle, with 30 complimentary Personal Calling minutes per month.

Initial Personal Calling Purchase: \_\_\_\_\_ / Minutes \_\_\_\_\_ # of Months \_\_\_\_\_ Package Cost \_\_\_\_\_

Personal Calling uses the white dot button as a hands free, voice activated. Virtual Advisor uses Personal Calling minutes to access location based traffic and phone.

\* Available in most markets, and on most vehicles, check with an OnStar Advisor for availability. The 30 complimentary Personal Calling minutes provided expire 60 days after activation. Federal, state and local taxes, as well as other fees and surcharges may apply to Personal Calling package purchase.

**EXTEND/UPGRADE SERVICE PLAN** (up from SAS to 2 additional years of DM Cr. \$200 (service upgrade) plus \$779 (two additional years) = \$979)

Service Upgrade:	FROM:	TO:	
	Safe & Sound	Directions & Connections	\$390
	Safe & Sound	Luxury & Leisure	\$600
	Directions & Connections	Luxury & Leisure	\$400
	Selected Upgrade:		\$ _____

Additional Years of Service:

1 Year	<input type="checkbox"/> \$199	<input type="checkbox"/> \$399	<input type="checkbox"/> \$799	Selected Package \$ _____
2 Year	<input type="checkbox"/> \$379	<input type="checkbox"/> \$779	<input type="checkbox"/> \$1579	Tax _____
3 Year	<input type="checkbox"/> \$549	<input type="checkbox"/> \$1099	<input type="checkbox"/> \$2159	TOTAL \$ _____
Other				

Payment Option:  OnStar bills customer credit card (see below)  OnStar bills dealership (DM dealers only)

Visa  MasterCard  AmEx Card #: ( ) \_\_\_\_\_ Ex. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Salesperson Name: \_\_\_\_\_ Phone #: ( ) \_\_\_\_\_ BAC Code: \_\_\_\_\_ Dealer Code: \_\_\_\_\_

I ACCEPT: I understand that by applying for service, OnStar may obtain any and all credit information about subscriber. I agree to release OnStar from and against any claims made as a result of the obtaining and use of said information. I acknowledge that my credit card will be used for any additional credit service purchased and for automatic renewal of OnStar services for successive 30-day terms upon expiration of my initial Service Plan. I acknowledge that I have received, read and agreed to the OnStar General Terms and Conditions.

OnStar Subscriber Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Dealer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Form: CSR-2-10-0102  
White - Original, Dealer must retain in Customer file. Yellow - Subscriber Copy Pink - Loan Holder Copy Version 14JUN02

**Step Two**

From the vehicle, push blue OnStar Services button once to activate automated demonstration.

**Step Three**

Push blue OnStar Services button again to connect with an Enrollment Advisor.

*(Some restrictions apply. Activation constitutes agreement to OnStar's Subscription Service Agreement. Packages subject to change.)*

When performing the initial activation, the system may give one of several possible error messages, including:

- "Your call cannot be completed as dialed. Try your call again later."
- "Unable to complete your call from the calling area."
- "You are not authorized for use of this service."
- Fast busy signal

**Do not hang up!** If the green light is flashing, you're still connected, and there will be a 30-second delay before connecting to an OnStar Advisor. The OnStar System makes four attempts to complete a call.

**Do not push the blue OnStar Services button again** unless you hear the message "Unable to contact OnStar" or "OnStar request ended."

**Step Four**

Provide SSA information to the Advisor if online enrollment has not been used.

**Step Five**

Advisor will activate the vehicle while you wait and confirm availability of Personal Calling within customer's zip code area. (Visit Web site for availability.)

**Activation Initial Setup Only**

The pre-paid subscription for OnStar begins at time of delivery. It's important to activate OnStar with your customer present **before they leave your dealership** with their new vehicle. Otherwise, they will not receive their full year of service.

**Important Customer Contact Information**

- Customer Care  
1-888-390-4050
- Subscriber Services (PIN required)  
1-888-4-ONSTAR (1-888-466-7827)
  - Door unlocks
  - Stolen vehicle tracking
- Web sites
  - <http://www.onstar.com> for general information; a Canadian link is provided
  - <http://www.myonstar.com> to set up Virtual Advisor

**FAQ****How do I activate my customer's new OnStar system?**

To activate the OnStar system, simply press the blue OnStar button located inside the vehicle. Advisors are standing by 24 hours a day, seven days a week.

**What is the cost of each service plan?**

The Safe and Sound plan costs \$199 per year or \$16.95 per month. The Directions and Connections plan costs \$399 per year or \$34.95 per month. Luxury and Leisure costs \$799 per year or \$69.95 per month. Signing up for a two-, three-, or four-year plan will lower those yearly payments. Applicable sales tax is additional.

**Can a driver upgrade an OnStar Package?**

Yes, a driver can upgrade packages by providing a credit card for billing at the time of enrollment or anytime after enrollment. This can be done by pushing the blue OnStar button.

#### What is the warranty on the OnStar system?

OnStar is part of the new vehicle and is warranted under the Volkswagen New Vehicle Limited Warranty.

#### Does the customer need a cellular phone at any time to operate the three-button system?

No. To reap the benefits of OnStar, all you need to do is purchase a subscription and activate it.

#### Where is the three-button system installed in the vehicle?

In the Touareg, the buttons are in the overhead console.

#### Are calls to OnStar limited with the three-button system?

No. The monthly fee allows for an unlimited number of calls.

#### Does the customer need to be an OnStar subscriber to have access to Personal Calling?

Yes, the customer needs to be a subscriber. Personal Calling is available under any of the three service plans.

#### Can other wireless service subscriptions be combined with OnStar Personal Calling?

No. The customer may choose to keep his or her existing wireless service and use OnStar Personal Calling when in the vehicle just in case a cell phone is lost, forgotten or has a low battery. Or, the customer may find that OnStar Personal Calling is all that is needed.

#### How does the customer get billed for Personal Calling?

OnStar Personal Calling is a pre-paid phone service. There are no additional long distance fees or roaming charges, and no confusing night and weekend rates to remember. All the customer needs to do is select a bundle of wireless minutes and pay for them in advance with a credit card. The charge will appear on their credit card bill. OnStar will remind the customer to replenish his or her package when the units are close to being depleted.

#### What is a PIN used for?

When you purchase OnStar, you are asked to provide a Personal Identification Number (PIN). Your PIN is a 4-digit number – similar to an ATM PIN – and is an important identifier necessary to access many of OnStar's services such as Remote Door Unlock and Virtual Advisor. For instance, if you're locked out of your vehicle or your vehicle has been stolen, OnStar will need your PIN in order for an Advisor to provide assistance.

#### Will OnStar locate my spouse or someone who borrows my vehicle?

No. OnStar will locate a vehicle only if it has been reported stolen or a missing persons report is filed with the police. Then tracking will be performed only in conjunction with law enforcement and results will only be provided to the police.

#### What happens if someone steals my vehicle and disables the phone?

OnStar may still be able to locate the vehicle using the built-in Global Positioning System technology.

#### Can OnStar really unlock my vehicle from a thousand miles away?

Yes. Simply call OnStar and give the Advisor your PIN. OnStar can delay opening your door for up to 15 minutes, giving you enough time to return to your vehicle.

#### What number do I call if I need assistance?

If you require OnStar assistance, simply call us toll free at 1-888-4-ONSTAR. Advisors are available 24 hours a day, seven days a week.

