



Volkswagen

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## VOLKSWAGEN DEALERSHIP COMMUNICATION

To: Dealer Principals, General Managers, Service Managers, Used Car Managers

Cc: Technicians and Sales Consultants

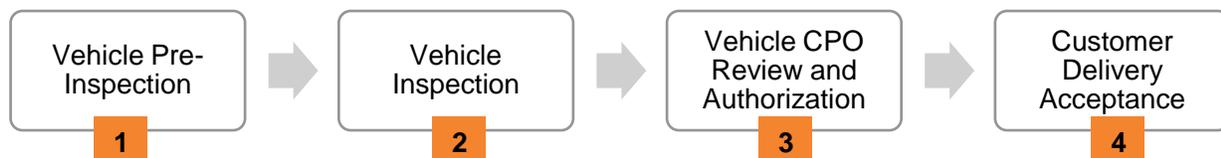
Subject: **eCPO Inspection Tool Launch**

Dear Volkswagen Dealer Personnel,

Today marks a great accomplishment for the Volkswagen Certified Pre-Owned program with the launch of the electronic Certified Pre-Owned Inspection (eCPO) tool.

The concept of a digital inspection checklist was first piloted in 2016, and then finally beta tested at the end of 2017. We have spent months capturing dealer feedback to enhance the tool's user experience and aesthetics. Thank you to all dealers who volunteered their time and expertise to help bring this tool to market.

This convenient tool is broken down into four (4) steps:



Steps (1) and (2) come directly from the paper inspection form, while steps (3) and (4) involve management to streamline reconditioning approvals and sales consultants to improve delivery quality.

Going digital provides many benefits to both you and VVoA, including:

### **Dealer Benefits**

- Maximize your **inventory turn rate**, and ultimately **profitability** with:
  - ✓ Faster inspection/reconditioning times
  - ✓ Improved communication between sales/service personnel
- Improve **customer satisfaction and confidence** with:
  - ✓ Transparency into the CPO process
  - ✓ Easy customer email capture for future communication
- **Attract future customers**
  - ✓ Millennial shoppers expect technology to be integrated into their purchases

### **VWoA Benefits**

- Improve **Customer Loyalty**
  - ✓ Capture CPO customer email addresses for future incentive programs
- Ensure **Consistency** across the dealer network
  - ✓ Standardize both inspection and delivery processes
- **Adapt** to program changes and future model types
  - a. Flexibility to update the inspection requirements instantly

At the end of the day, the business case is simple:

***Greater throughput potential + growing customer demand = incremental CPO sales***

To access the tool, select this link and log in with your Hub credentials: <https://vwcpo.track360.com/>.

As always, we strive to consistently improve our products and processes, so we will be updating eCPO in phases as we accumulate feedback.

Thank you for your commitment to Volkswagen CPO.

Regards,

Michael Ashton