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To: Joe King  
December 25, 2013 9:16 AM



Dear Joe,

Thank you for accepting my invitation. I have recently moved back to India after 12 years in the UK and good to be connected with senior leaders in the country.

While not ideal, I also wanted to take this opportunity to highlight some issues I am facing with Audi's post sales service in India which has left me very frustrated and unclear as to who in the organisation can help me.

I have been an Audi owner for over 6 years (5+ in the UK and last 6 months in Mumbai) and while I am a big fan of the cars, the India post sales experience has been somewhat disappointing and in sharp contrast to my experience in the UK which was one of the main reasons I chose to buy an Audi after relocating to India at the beginning of this year.

My car (A6 Nav) has now been in your Mumbai workshop thrice in the past 6 months - first time due to a small accident, then on account of an AC issue and now for engine trouble which I am told is a result of adulterated fuel.

Each time the car has gone in, I have not been offered a courtesy car and upon asking for one, the standard response is that we only have 2 courtesy cars and both are out currently. This time round I had to make a significant amount of noise and was then offered an A4 which is what I am using currently.

At the time of purchasing my car, I bought the Audi Sure Platinum cover which I was told would cover my car in any eventuality and hence reduce my liability to zero.

Both at the time of the accident and now on the adulteration issue, I was/am given various versions of what is covered and not in the policy (specific words used are 'these parts/repairs are a grey area and hence you need to pay for it')

My car has now been in the workshop for 2 weeks and there is no pro-activeness to sort out the issues and return the car back to me. I have to, time and again, follow up to find out the status and instil a sense of urgency as I have had no use of my car for 6 weeks in the 6 months that I have owned it.

Needless to say this leaves me quite disillusioned with the brand's ability to be fully transparent and deliver seamless service to owners of its products.

I apologise for the direct approach on this issue, however, after being bounced around between the dealer and the workshop second time around with no one taking charge of the issue with a view to giving me a satisfactory resolution, I've had no choice but to reach out to you directly.

Best regards,  
Sahil

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