Fulfilling by Refilling

AdBlue® – next step towards the brand’s green future
Throughout the world, the automotive industry is subject to increasingly stringent consumption and exhaust regulations. For diesel-engined vehicles the EU legislation, which takes effect from September 2014, follows the stringent emissions thresholds of the USA and Canada. This throws the spotlight onto a product that had previously played only a marginal role in the car sector: AdBlue®.

ŠKODA is facing the challenge of the current legislation on diesel vehicles with the SCR catalytic converter technology. This will enable our diesel vehicles to meet the nitrogen oxides limits that will be required for exhausts in the future. For the new technology diesel vehicles have to be filled up with the diesel exhaust solution, AdBlue®.

Global growth plans
Over the coming years, the proportion of diesel vehicles with SCR catalysts will considerably increase. According to current planning assumptions, Volkswagen Group diesel vehicles and therefore ŠKODA will be equipped exclusively with this technology in the affected markets from September 2018. At the present time in Europe, there are fewer than 25,000 Group diesel vehicles on the road with SCR technology. Converting all diesel models will boost this figure to a forecast 600,000 Group vehicles by 2018. By the early 2020s, this is likely to be more than 900,000.

New business area
The global spread of SCR technology offers manufacturers, importers and dealers the extraordinary opportunity of jointly developing a new, rapidly-growing high-volume business area.

AdBlue® opens up to you and your dealers additional customer contacts above and beyond the usual service events. However, this new requirement will generate additional expenditure for the customer and therefore needs to be handled sensitively. All levels down to individual dealers should prepare for the future need of AdBlue® and take the advantage of the opportunities this offers.

1 AdBlue® is a registered trademark of the German Automotive Industry Association (VDA).

Note: Service units may be subject to change. Manufacturer will keep you updated via ELSA.
ADBLUE® – AN ENVIRONMENTALLY FRIENDLY TECHNOLOGY

What?
AdBlue® is a synthetically produced liquid solution, made up of 32.5% high-purity urea and 67.5% demineralised water. AdBlue® is used in diesel vehicles equipped with an SCR catalytic converter. It is filled in addition to diesel, but in separate tank, because AdBlue® is not a fuel additive but an additional exhaust solution. Complies to ISO 22241-1.

Where?
Depending on the model, the separate tank filler may be in the boot, the spare wheel cavity or visibly directly adjacent to the diesel filler (MQB platform, from 2017 MLB platform). The precise location of the tank filler is shown in the vehicle user manual (see also pictures below). The consumption of AdBlue® depends on the driving style, system operating temperature and ambient temperature.

How?
The exhaust gases from the diesel engine are firstly passed through the oxidation catalytic converter and then through the diesel particulate filter. Before the hot exhaust gases reach the SCR catalytic converter (some models DPF respectively), AdBlue® is added. This initiates a thermal reaction, which leads to hydrolysis (breakdown of a chemical composition by water) and releases ammonia. The downstream SCR catalytic converter is now able to convert up to 90% of the harmful nitrogen oxides into its more environmentally friendly constituents of nitrogen (N2) and water (H2O).

When?
The fill level of AdBlue® is electronically monitored. When the level falls below a threshold, the vehicle computer emits visual and audible warnings in 3 steps – “Add AdBlue® Range 2400 km” / “No engine start in 1000 km” / “Engine start disabled”. When the tank is empty, it is not possible to start the engine and it is essential to fill up with AdBlue®. The safest solution for the driver is to fill up the tank at the first warning.

1 Superb III tank filler next to the fuel filler. The tank volume is 13 litres. (Source: ŠKODA Superb Owner’s manual)
2 Yeti tank filler in the boot. The tank volume is 8.5 litres. (Source: ŠKODA Yeti Owner’s manual)

Three stages of warning. (Illustrative). Top-up quantity in liters will be shown according to reality.
There are various sizes of canisters available within range of ŠKODA Genuine parts.

- **Barrel 200 l**
  - (Part number: G 052910M9)

- **Canister 10 l**
  - (Part number: G 052910A4)

- **Canister 5 l**
  - (Part number: G 052910M3)

- **Filling hose**
  - (Part number: 000 012 499)

- **Bottle 1.89 l**
  - (Part number: G 052910A2)

### Product/storage information

- Colourless, non-toxic solution.
- Storage between -5°C (23°F) and 20°C (68°F), protect against direct sunlight.
- Do not mix with other substances.
- AdBlue® freezes at -11.5°C – to ensure system functionality at low temperatures, the system is equipped with a heater.
- The solution crystallizes in air, then can smell.
- Take care of pouring the paint body parts – clean with cold water immediately; dried-up solution can be cleaned with warm water.
- Avoid contact with skin, eyes and inhalation or ingestion of the solution and any dried residue.
- If the customer would like to fill the solution by themselves, then 5l/10l packagings should be offered also with the filling hose (without it the filling is difficult and the car, especially interior/boot, may be polluted).
Flexible and practical, perfect for ŠKODA express service.
› 2 filling devices
› Ready for use immediately
› Quick and easy handling

**VAS 6960**
Automated filling system
Part number: VAS 6960 (ASE 40464070086-9)

The VAS 6960 AdBlue® filling system can be operated mains-free. The system uses a quad-sensor-controlled automatic filling nozzle, CDS vacuum connector and an electric membrane pump with a pressure switch. Pumping volumes of 3.5 liters or 6.5 liters per minute can be selected. The system automatically switches off when the maximum fill level is reached. A multilingual multifunction display indicates the battery charge state, including charging indicator, and also provides information about the total volume dispensed, the volume dispensed at the last filling, the remaining canister content and the rapid filling function.

**VAS 6542**
Portable filling system
Part number: VAS 6542 (ASE 40611100000)

1 AdBlue® container.
2 Adapter plate.
3 Quick coupler on the vent lines.
4 Dimension: A = 60-80 cm from the solution container to the tank filler neck.
5 Union nut to the tank filler neck.
6 Closing tap filling line (open tap: in the direction of the line; closed tap: perpendicularly to the line).
7 Filling line.
8 Closing tap bleeding line (open tap: in the direction of the line; closed tap: perpendicularly to the line).
9 The jack of engine / gearbox – VAG 1383A.
For most diesel car drivers, the SCR technology will be new and unfamiliar. They have no idea what has changed and what they need to pay attention to. And they may be concerned about it, particularly in the transition period.

It is important for dealers to provide end customers with comprehensive information about reduced emissions and functioning of the SCR technology, as well as to provide them with the required products and associated services. The additional customer contacts will generate a great deal of customer loyalty potential with the opportunity for cross-selling effects that should not be underestimated.

ŠKODA AdBlue® Sales concepts:

**NEW PRODUCT**

AdBlue® implementation comes from the producer to the importer and the dealer who can actively involve this product in their service offers for the end customer.

Key elements:
- AdBlue® is subjected to inter-service interval.
- Opportunity to increase the loyalty and chance for cross-selling.
- To utilise the regular customer’s visit of the Service centres to generate additional sales potential.
- To gain and keep a long-term relationship between ŠKODA and the end customer.

**NEW OPPORTUNITY – FLEET CUSTOMERS & LEASING COMPANIES**

The AdBlue® may be implemented in ŠKODA Fleet Business and into the Fleet guideline. Key role is played by the importer and the dealer.

- Identify segments and the customer groups (small and medium enterprises / big fleets).
- Involve this product in a specific action plans for each customer group.
- Specific approach for leasing companies – identify market leaders and sales potential.
- Loyalty programme.
- Sales campaign made-to-measure (fleet offers).
- Special sales offers involving AdBlue®+service equipment.
- Part of the S&M Packages.
### Scenario 1:
**Ad Hoc visit steered by customer**

**Situation:** Customer needs to fill up the tank only, no other works required.
- Visit without previous order – unexpected visit.
- AdBlue® signalling on the dashboard (driving distance).
- Minimal top-up volume is 4 litres in order not to display warning on the dashboard.

**Important steps:**
- Minimalise waiting time, to execute the order through express service (to be competitive to self-filling operation at the petrol station).
- Avoid standing time.
- Quick check during filling time (wiper blades, engine oil level, washer fluid and coolant, tyre design depth, battery) = chance for cross-selling.
- **Voucher for next visit** (n-% discount on AdBlue®, spare parts + work or another voucher according to season and number of visits; not to get always the same voucher or, e.g. collecting some points and discount on each third/fifth filling up). ŠKODA voucher template or own template may be used.
- For other than the dealership customers, collect their data for the next use (depending on the area).

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### Scenario 2:
**Targeted visit**

**Situation:** Targeted invitation of customers with SCR technology
- Expected visit.
- Invitation of the customer with SCR technology via direct e-mailing.
- Might be complemented by a voucher for other services/products (e.g. change of engine oil, functional fluids, brakes, shock absorbers, battery, filters; air conditioning cleaning; tyre change or free stocking of wheels, etc.).

**Important steps**
- Create a database of customers with SCR technology.
- Filling at specific time while the customer waits or according to customers request.
- **Voucher for next visit** (as mentioned above).

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### Scenario 3:
**Expected visit**

**Situation:** Regular service inspection
- Connected with service inspection (visit based on service interval).
- Inform the customer at service reception of the need to refill AdBlue®.

**Important steps**
- Always check the level of AdBlue® and offer filling up.
- Provide voucher for filling up AdBlue® - use for the next time visit.
- Use price discounts as a competitive advantage.

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### Scenario 4:
**Unexpected visit**

**Situation:** Customer requires another service work
- Service based on unexpected car repair.

**Important steps**
- Check the AdBlue® level on the dashboard (remaining volume and km) and offer filling up.
- Provide voucher for the next AdBlue® filling up (n-% discount or fixed sum of money) – no matter if the offer was used or not at this time.
- For other than the dealership customers, collect their data for the next use (depending on the area).

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**Pozn.:** Průměrný roční nájezd a počet doplnění AdBlue® je specifický a liší se u každého zákazníka. Příklad: Průměrný roční nájezd činí cca 38 000 km, toto odpovídá zhruba 5 doplněním za rok (v případě, že řidič reaguje na první výzvu, ve voze je nádrž o objemu 13 litrů a průměrná spotřeba je 1,2 litru/1 000 km).