



U.S. Department of Transportation  
National Highway Traffic Safety Administration

DOT Auto Safety Hotline  
**Vehicle Owner's Questionnaire**  
To Report Vehicle Safety Defects  
1-888-DASH-2-DOT  
(1-888-427-4236)  
INTERNET www.nhtsa.dot.gov/hotline

FOR AGENCY USE ONLY 100222

Date Received: SEP 20 11 58 AM '04  
Repository:

Reference No. 10087934

OWNER INFORMATION (Type or Print)  
Name: [Redacted]  
Address: [Redacted]  
City: NEW YORK State: NY Zip Code: [Redacted]

Daytime Telephone Number: [Redacted]  
E-mail Address: [Redacted]  
Evening Telephone Number: [Redacted]

Do you authorize NHTSA to provide a copy of this report to the manufacturer of your vehicle?  YES  NO  
In the absence of an authorization, NHTSA WILL NOT provide your name or address to the vehicle manufacturer.  
Signature of Owner: [Redacted] Date: [Redacted]

VEHICLE INFORMATION

17 digit Vehicle Identification Number Located at bottom of windshield on driver's side: WBAGN63424C  
Make: BMW Model: 7 SERIES Model Year: 2004

Date Purchased: [Redacted] Dealer's Name and Telephone Number: [Redacted] Engine No: [Redacted] Fuel Type: Gas

Original Owner:  Dealer's City: [Redacted] State: [Redacted] Zip Code: [Redacted]

Transmission Type: AUTOMATIC  
 Antilock Brakes  
 Cruise Control  
Powertrain: WHEEL DRIVE  
Vehicle Component Code: 31000 COMMUNICATIONS HORN ASSEMBLY  
Multiple Failure: 1

FAILURE COMPONENT(S)/PART(S) INFORMATION

Incident Date(s): 16-MAR-2004  
Failure Mileage: 4000  
Failure Speed: [Redacted]

ADDITIONAL ITEMS TO BE COMPLETED WHEN REPORTING A TIRE FAILURE

Tire Make: [Redacted] Tire Model (Name or Number): [Redacted] Tire Size (Example P215/65R15): [Redacted]  
DOT No. (Example: DOTM19ABC036): [Redacted] Original Equipment Prior Repair:  Failure Location: [Redacted]  
Tire Component Code: [Redacted] Tire Failure Type: [Redacted]

ADDITIONAL ITEMS TO BE COMPLETED WHEN REPORTING A CHILD SEAT FAILURE

Make: [Redacted] Date Manufactured: [Redacted] Model No./Name: [Redacted]  
Seat Type: [Redacted] Installation System: [Redacted]  
Child Seat Component Code: [Redacted] Failed Part: [Redacted]

APPLICABLE INCIDENT INFORMATION

(Please describe in detail the incident(s), failure(s), crash(es), and injury(ies).)

Crash:  Yes  No  
Fire:  Yes  No  
Number of Persons Injured: [Redacted] Number of Deaths: [Redacted] Reported to Police: N

Narrative Description of Incident(s), Crash(es), and Injury(ies).  
Please describe (1) events leading up to the failure, (2) failure and its consequences, and (3) what was done to correct the failure; ie, parts repaired or replaced (and if old part is available).

THE HORN DID NOT WORK. AFTER COMPLAINING TO THE DEALER FOR MORE THAN 5 MONTHS. THE MANUFACTURER WAS CONTACTED AND THEY TOLD HIM THAT THE HORN ONLY WORKED IN CERTAIN PLACES BECAUSE OF THE AIR BAG. \*JB  
THE HORN DOES NOT ACTIVATE WHEN PRESSED ON 3 OF ITS 4 CORNERS. IN ORDER TO GET IT TO WORK ONE HAS TO PRESS IN THE MIDDLE WHICH IS NOT WHERE ONE INSTINCTIVELY REACHES DURING AN EMERGENCY. AFTER COMMUNICATIONS TO BMW OF NORTH AMERICA, THE RESPONSE WAS THIS IS THE WAY THE HORN IS DESIGNED. (SEE ATTACHED LETTER) AND IT CANT BE CHANGED. ON TWO OCCASIONS, I HAVE ALMOST HIT CYCLISTS BECAUSE THE HORN FAILED TO ACTIVATE.

Include, if available: Police/Fire Department Report, Photos, and Repair Invoice. ATTACH ADDITIONAL SHEETS IF NECESSARY  
The Privacy Act of 1974-Public Law 93-502 This information is requested pursuant to authority vested in the National Highway Traffic Safety Act and subsequent amendments. You are under no obligation to respond to this questionnaire. Your response may be used to assist the NHTSA in determining whether a manufacturer should take appropriate action to correct a safety defect. If the NHTSA proceeds with administrative enforcement or litigation against a manufacturer, your response, or a statistical summary thereof, may be used in support of the agency's action.

May 25, 2004

New York, NY

Re: 2004 745Li

VIN#

Dear

This letter is in response to your letter dated, May 10, 2004, regarding the subject vehicle.

I forwarded your letter and comments to DiFeo BMW as well as the BMW Regional Market Team for review and consideration.

Regarding the Motorola phone, Brian Celli, advised you that new Motorola phones were placed on order. In the interim, DiFeo BMW supplied you with a Verizon phone, car adaptor, and headset for you to use until the Motorola phones were delivered. I apologize for the delay in this and once the shipment arrives, Brian will contact you to setup an appointment.

Your second issue was with the design of the horn and how it failed to activate when pressing 3 out of 4 corners with your fingertip. This steering wheel is designed specifically for the way the airbag is situated and unfortunately no adjustments can be made to the design of the steering wheel.

At this time, BMW will not offer to repurchase your vehicle.

Company  
BMW of North America, LLC

BMW Group Company

Mailing address  
PO Box 1227  
Westwood, NJ  
07676-1227

Office address  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

Telephone  
(800) 831-1117

Fax  
(201) 930-8382

Internet  
bmwusa.com

Sincerely,

  
Kimberly Randall  
National Customer Relations  
Representative

KR:lm

cc: Brian Celli / DiFeo BMW

