

Type: Customer E-mail
 From: [REDACTED]
 To: webmaster@nhtsa.dot.gov
 Subject: Brake Problem

*Received
2/2/05*

10127945

From: [REDACTED]

Comments:

Please find my email transactions in regards to my 2004 BMW 525i break problem with BMW USA/Assael BMW (Monrovia, CA), and the Better Business Bureau Complaint NO.: 10434046. It is regards to problem with the breaking system on the vehicle which has been serviced 3 times without resolution. This has almost cost me and my wife's life when the vehicle can not perform emergency stop which almost results in a traffic accident. Dear Allison,

I have called Mr. [REDACTED] today at 1:30pm and spoke to him which he states "I will have someone schedule the service with you shortly" then I have never heard from anyone again?

Like I have stated before, this is the kind of treatments that I have received many times from Assael BMW Service Department which they have failed to keep their promise and service.

I do not understand why I have to be treat it this way with no respect at all?

Why does BMW still refer me to a service center that does not do anything? I have been suffered over 3 months for the problems that occurs on my BMW 525i with break squeaking problem (been service twice without solution) and glove box latch broken by the service technician at Assael BMW service center.

I can't believe what I have to go through with the poor and bad customer service that I have received from BMW.

I will not call anyone at Assael BMW since they don't even bother to call me back when they promise me that they will.

Please check to see if someone can contact me directly for these problems and poor services which I still prefer to go to other service centers for the problems that needs to be fixed!

Thank you for your understanding on my frustrations for all these troubles just to have the problems been fixed which not cause by me.

Sincerely,

----- Original Message -----

From:
 To:
 Sent: Monday, January 31, 2005 3:40 PM
 Subject: RE: Products and Services [1-235203915]

> Dear Mr. [REDACTED]

>

> I apologize for your past experiences with Assael BMW. The service team
 > at Assael needs to complete their repairs and fix the damaged glove box.

*NAR
028
7/1/05*

> Please work with Mr. Lytton the Service Manager to resolve these issues.

>
> Sincerely,

>
> Allison Eastwood
> Customer Relations and Services
> Representative

> ---Original Message---

> From: [REDACTED]
> Sent: 1/31/2005 12:00:00 AM
> To:
> Subject: Products and Services [REDACTED]

> Dear Allison,

> Thank you for the timely response to the problems with the BMW vehicle.
> I do not wish to go ASSAEL BMW since I have lost my trust to their service
> team overall during my several past visits.
> By any chance the parts can be transfer to New Century BMW in Alhambra?
> Please let me know on this request, thanks for all your support and
> understanding.

> Sincerely,

> ---- Original Message ----

> From:
> To:
> Sent: Monday, January 31, 2005 2:48 PM
> Subject: RE: Products and Services [1-235203915]

>> Dear Mr. [REDACTED]

>> Thank you for your response. As a result of your e-mail I contacted the
>> service team at Assael BMW. The service team and I reviewed your
>> concerns. The parts to repair the broken glove box latch have arrived,
>> and the service team at Assael can make the necessary repair. I suggest
>> scheduling a ride-along appointment with the Shop Foreman at Assael BMW
>> to
>> review the brake squeaking noise you are hearing. Please contact Greg
>> Hernandez your Service Advisor tomorrow to make an appointment for the
>> glove box and a ride-along.

>> Sincerely,

>> Allison Eastwood

>> Customer Relations and Services

>> Representative

>>

>>

>>

>>

>>

>> -----Original Message-----

>>

>> From: [REDACTED]

>> Sent: 1/31/2005 12:00:00 AM

>> To:

>> Subject: Products and Services [1-235203915]

>>

>> Dear Allison Eastwood,

>>

>> What are my options for servicing the vehicle since it still has 2

>> problems

>> not been fixed?

>>

>> 1. Rear brake squeaking sound (very loud) which has been serviced twice

>> in

>> Assael BMW service center, still not been fixed?

>> 2. Glove box latch broken by the Assael BMW service technician when they

>> perform the software recall on my 2004 BMW 525i?

>>

>> I need these 2 issues resolve ASAP since it has been over 3 months that I

>> have to suffer and money wasted just to bringing in the car in service

>> for

>> nothing!

>> Thank you for looking into these problems and poor quality service from

>> your

>> BMW service center.

>>

>> Sincerely,

>>

>>

>> El Monte, CA [REDACTED]

>>

>>

>> Model: 525i

>> Year: 2004

>> VIN: E [REDACTED]

>>

>> ----- Original Message -----

>> From:

>> To:

>> Sent: Monday, January 31, 2005 9:03 AM

>> Subject: RE: Products and Services [REDACTED]

>>

>>

>>> Dear Mr. Mo. [REDACTED]

>>>

>>> Thank you for contacting BMW of North America, LLC regarding Assael BMW.
>>> I was sorry to hear of the disappointing service experiences you had
>>> received from this authorized BMW center. The impression of a lapse of
>>> customer service is not consistent with our commitment to automotive
>>> excellence and superior service. On behalf of BMW of North America,
>>> LLC,
>>> I apologize.

>>> We appreciate the feedback our valued customers provide to us. Please
>>> be
>>> assured your comments have been forwarded to the management at Assael
>>> BMW.

>>> We strive to be attuned to our valued owners and aim to respond as
>>> positively as possible. Again, we thank you for taking the time to
>>> notify

>>> us about the situation you experienced.

>>> If you have any further questions, please respond to this e-mail or
>>> contact the Customer Relations and Services Department at
>>> 1-800-831-1117,
>>> Monday through Friday from 9:00 A.M. to 9:00 P.M., Eastern Standard
>>> Time.

>>> Again, thank you for contacting BMW.

>>> Sincerely,

>>> Allison Eastwood
>>> Customer Relations and Services
>>> Representative

>>> -----Original Message-----

>>> From: [REDACTED]
>>> Sent: 1/31/2005 12:00:00 AM
>>> To:
>>> Subject: Products and Services

>>> 1/28/2005 5:18:38 PM

>>> Name: [REDACTED]

>>> Address: [REDACTED]

>>> City: el monte

>>> State: CA

>>> Zip: [REDACTED]

>>> E-mail: [REDACTED]

>>> Day Phone: [REDACTED]

>>> Available From: 9 A.M. Eastern Time until 9 A.M. Eastern Time

>>> Second Phone:

>>> Available From: 9 A.M. Eastern Time until 9 A.M. Eastern Time

>>> Fax:

>>>

>>> Model: 525i

>>> Year: 2004

>>> VIN: b [REDACTED]

>>>

>>> Date Purchased: 2-27-2004

>>> Purchased From: Assael BMW

>>> State: CA

>>>

>>> Servicing Dealer: Assael BMW

>>> City: el monte

>>> State: CA

>>>

>>> Question:

>>> Dear Ann Dorsey Sitter,

>>>

>>> I am writting this letter just to let you know that your Assael BMW
>>> Service Department, Technician Quality, and Service over all are just
>>> poor.

>>> I have bring in many time prior than these recent services to your team
>>> and these recent visits are "very bad". You can check on the recent

>>> Invoice # [REDACTED]

>>> Problems were not been fixed and on top of that, it waste a lot of my
>>> personal time and my own money (for rental cars) just to bring in the
>>> car

>>> for nothing.

>>> Are you calling this a serviced oriented center? Maybe it was just me
>>> who

>>> had a such horrible experiences on these past services in your location.

>>> Please do look into your quality of service not just to greed your
>>> customer nicely but quality of the service performed by your technicians
>>> must be improve too! Quality is the key to win your customers back for
>>> any

>>> services. Please check your service records and you will know why I have
>>> to write this letter for all the bad service and bad quality of the job
>>> that has been performed on my 2004 BMW 525i.

>>> I would not even consider a score of "1" for these services been
>>> performed

>>> to my vehicle.

>>> Anyway, just to let you know about my personal experiences with your
>>> service team in Assael BMW and I will try to find other service center
>>> for

>>> the problems on my 2004 BMW 525i.

>>> Thank you for your time to read my letter, I hope you guys can improve
>>> the

>>> service and not cause any other customer the same hassel.

From NHTSA Web Site.