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JUN 28 2013

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Upper Saddle River, NJ [REDACTED]
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June 20, 2013

Mr. Stephen Grossman
General Manager
Prestige BMW
985 Route 17 South
Ramsey, NJ 07446

Dear Mr. Grossman,

My BMW 550i is without a doubt the worst car I ever owned and that includes a 1991 Cadillac Allende. Since leasing the car in September 2012 three (3) run flat tires have developed bubbles in the sidewall one of which caused the tire to shred. Even when operating the vehicle at a very low speed as specified on the display the car shook violently and I feared losing control. Two (2) of the original four (4) Goodyear Eagle tires develop bubbles – one shredded – all were replaced with Michelin Tires by Prestige BMW. Of the four (4) Michelin replacements one has now had to have been replaced.

On two other occasions the drivetrain malfunctioned. The video screen flashed a message instructing me to return the vehicle to the dealer. In the process the car lost much of its power output and shook violently when driven over 30 mph. The first time on a rain slicked winding road and second time on the Garden State Parkway at 65 mph. In both instances I had to fight with the steering wheel not to go off the road.

Each of these five (5) events just described dramatically downgrades the performance and handling characteristics of the vehicle making it extremely difficult to control and hazardous to operate. The result is that I do not trust the vehicle to keep me and my family safe. I do not trust the vehicle on long trips. And, I do not trust the vehicle to operate properly at high speeds.

Knowing what I know I cannot see why anyone would buy a 550i. It is unreliable and is unsafe to operate at high speed. Cars that are designed to be fast like the 550i must be 100% reliable when driven at the speeds they were designed to be driven at. A breakdown at 65 mph (or more) could be catastrophic. Loss of control when the powertrain shuts down or when a tire shreds can cause a car to spin violently out of control. The higher the speed the more the driver relies on his car. Breakdowns of any sort are unacceptable. Unfortunately, the BMW design team did not get that memo. It is abundantly clear that the 550i is not up to previous BMW standards.

My 550i experience begs the question, would anyone forewarned of its short comings want to drive this car on a night time trip on a Midwestern Interstates Highway where distances between exits can be as long as fifty miles knowing that the powertrain can shut down without warning and its tires can blowout and shred if they hit a pothole with no spare in the trunk? I doubt it. For \$80,000 the BMW buyer deserves more.

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This is my seventh and likely last BMW. Apparently success has clouded the vision of BMW engineers. While it is a thrill to drive a car that performs well the first imperative is safety, which unfortunately seems to have been forgotten. BMW will not keep its reputation for excellence by making cars of this ilk.

I note that this letter is not a complaint in any way against Prestige BMW or its employees who do their best to keep my 550i on the road. This letter should only be viewed only for what it is, an indictment against a truly inferior product.

Sincerely,



cc:

Anthony Circelli, Service Manager, Prestige
The Better Business Bureau of NJ, Inc.
David L. Strickland, Administrator, National Highway Traffic Safety Administration
David J Friedman, Deputy Administrator, National Highway Traffic Safety Administration
James A Guest, President and CEO, Consumer Reports
Stefan Borbe, General Manager, BMW of North America, LLC
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