

CL-10778107-6167

[REDACTED]
Pineville, PA [REDACTED]
January 6, 2016

[REDACTED]
Ludwig Willisch
CEO, President
BMW North America
300 Chestnut Ridge Road
Woodcliff Lake, NJ 07677-7711

JAN 13 2016

RE: Takata airbag recalls
2005 BMW 325xi, VIN - WBAEU33455P [REDACTED]

Dear Mr. Willisch:

I own the above vehicle and wrote to you on December 21, 2014, asking you to implement having the dealership replace the exploding Takata airbags in this BMW. (Copy attached)

What has happened since over ONE YEAR AGO is that the original Takata airbags were replaced with new Takata airbags, which have now also been recalled and ordered replaced by the NHTSA directives. I have made numerous requests of the dealership that they carry out this government order but today, at least two years since BMW became aware of a lethal danger to its customers from this defect, I still have to drive my car with this hazard. As I mentioned in my prior letter, just one major lawsuit from a maimed customer will cost BMW millions more than the cost of a safe airbag replacement.

The Swedish company Autoliv makes airbags that can replace Takata ones, so why have you not pursued this available remedy?

I am appalled at your continuing failure to deal with this very serious danger and expect you to act NOW to have my car made safe.

[REDACTED]

CC: NHTSA

CC: Pa. Atty General, 21 S. 12th St., Philadelphia, PA 19107

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RE
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[REDACTED]
Pineville, PA [REDACTED]
December 21, 2014

Ludwig Willisch
CEO, President
BMW North America
300 Chestnut Ridge Road
Woodcliff Lake, NJ 07677-7731

RE: Takata driver's side airbag
2005 BMW 325xi, VIN wbaeu33455P [REDACTED]

Dear Mr. Willisch:

I own the above BMW and received the recall notice for the Takata passenger side airbag replacement. The dealer, Thompson BMW of Doylestown, Pennsylvania, completed the work.

Since then I have learned that there is a Takata airbag in the driver's side of this vehicle. I asked Thompson to replace it and was told that they would not do this unless your office authorized it.

The National Highway Traffic Safety Administration is demanding that these driver's side airbags be replaced, and Honda has found a Swedish manufacturer which has suitable replacements and they are being replaced. Today's New York Times reports, Page B7, that with Honda, Mazda, Ford and now Chrysler replacing the driver's side equipment BMW AMERICA IS THE SOLE REMAINING AUTOMAKER refusing to ameliorate this major safety hazard.

Surely you legal counsel can point out the multi-million dollar costs of one serious injury from this known, correctable hazard as opposed the minor financial cost and public relations benefit from replacement. YOU OWE YOUR CUSTOMERS SAFETY.

Please explain why you are putting the reputation of your company, and my safety, at such a serious risk.

COPY

[REDACTED]
Pineville, PA [REDACTED]

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National Highway Traffic Safety Admin.
1200 New Jersey Ave SE
Washington, DC 20590

See Complaint

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