

NEF-010
CL-1090 2898-8924

INFORMATION Redacted PURSUANT TO THE FREEDOM OF
INFORMATION ACT (FOIA), 5 U.S.C. 552(B)(6)

[REDACTED]
Cibolo, TX [REDACTED]
August 17, 2016

Administrator, National Highway Traffic Safety Administration
1200 New Jersey Ave., S.E.
Washington, DC 20590

AUG 24 2016

RE: **Takata Recall** Campaign No. 16V-071: Driver's Front Air Bag Module

Dear Administrator:

As the owner of a 2009 BMW X3, VIN WBXPC93409W [REDACTED] I am writing you with grave concerns about the current Takata Recall Campaign. In March 2016, I received a letter from BMW, notifying me that my vehicle was affected by the recall campaign. I immediately became concerned when I saw the words "excessive internal pressure could cause rupturing of the air bag inflator, resulting in metal fragments striking the driver or other passengers potentially resulting in serious injury or death." I was told to inform other drivers of the vehicle and passengers of this important information.

I initiated communication with the BMW Customer Relations Center via email on April 11, 2016. After some correspondence back and forth, I was advised that it was expected that limited parts would be available beginning late summer 2016; and was basically told to sit back and wait until I got another letter in the mail to schedule an appointment to replace the airbag. I was not okay with this as I have two children and don't appreciate having to expose them to this danger; however, what I can I do? Coupled with that, I also informed BMW that my airbag light has been on for the last 2-3 years and I was basically just waiting for a safety recall as I didn't know how or why this light would have just arbitrarily come on. This is my only means of transportation and I cannot afford to secure other transportation. I am not going to apologize for that either because I should not be dealing with this situation. I get that at times things that are built don't always measure up; however, I don't understand or appreciate BMW's lackadaisical response to the issue at hand. A 9-month time period for replacement of a dangerous air bag is not sufficient and I want to know why you aren't holding BMW more accountable? Where is the pressure to ensure *safety*?

On July 30, 2016, I contacted the Customer Relations Center again, to check on the status of the parts as I continue to be concerned with replacing the driver side airbag. I am now being told to wait until December for replacement parts.

As the Administrator for the National Highway Traffic Safety Administration, are you okay with this? Do you find it acceptable that consumers have to wait this long to get replacement parts for such a dangerous issue? What are you doing to remedy this situation? How are you working to address the issue of the different auto manufacturers taking so long to replace airbags? I have notified my Executor about this situation should a tragic situation befall me. I would answers to the question of what you are doing to ensure the auto manufacturers are expeditiously trying to remedy this situation.

[REDACTED]

HAM
8/29/16
END

BMW**IMPORTANT SAFETY RECALL**

This notice applies to your vehicle, WBXPC93409W [REDACTED]

March 2016**Recall Campaign No. 16V-071: Driver's Front Air Bag Module**

Dear BMW Owner / Lessee:

This notice is sent to you in accordance with the National Traffic and Motor Vehicle Safety Act. BMW AG has decided that a defect, which relates to motor vehicle safety, exists in certain Model Year 2006-2015 BMW 1 Series, 3 Series and X1, X3, X5 and X6 Sports Activity Vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

IMPORTANT NOTICE

Please note that at the present time, we do not have parts available. BMW will notify you via another letter as soon as we can perform this recall on your vehicle.

DESCRIPTION OF PROBLEM

In the event of a crash necessitating deployment of the driver's front air bag, excessive internal pressure could cause rupturing of the air bag inflator, resulting in metal fragments striking the driver or other passengers potentially resulting in serious injury or death. **If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

Company
BMW of North America, LLC

BMW Group Company

Mailing Address

PO Box 1227
Westwood, NJ
07675-1227

Telephone
(800) 525-7417

Fax
(201) 930-8362

E-mail
CustomerRelations@
bmwusa.com

Website
bmwusa.com

At the present time, BMW is not aware of any ruptures in its vehicles equipped with the type of inflator subject to this recall.

DESCRIPTION OF REPAIR

The driver's front air bag module will be replaced free of charge when parts become available.

OTHER INFORMATION

If you are no longer the vehicle owner/lessee, we request that you provide us with the name and address of the new owner/lessee using the enclosed postage-paid card so that we can contact the new owner/lessee regarding this recall. If you are a lessor of this vehicle, Federal Regulations require you to forward this notice to your lessee within ten days.

Should you have any questions about this recall, please contact your authorized BMW center. Should you need additional assistance, you may contact BMW Customer Relations and Services via Email at CustomerRelations@bmwusa.com or by calling 1-800-525-7417 from 9 AM to 9 PM Eastern Time, Monday through Friday.

If your BMW center is unable to remedy the defect without charge or within a reasonable period of time, you may notify the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

We sincerely apologize for any inconvenience this issue may cause; however be assured that BMW is concerned about your safety and security. BMW recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.

BMW OF NORTH AMERICA, LLC

Sent Contacts Notepad Calendar

Switch to the newest Yahoo Mail

Compose Delete Reply Reply All Forward Actions Apply Back to Search Results

Inbox (8) BMW Pricing b/b Information, Photos, More ... Sponsored

Drafts

Re: Your BMW Correspondence Thursday, April 14, 2016 1:33 AM S

Sent

From: [Redacted]

Spam (1) [Empty]

To: CustomerRelations@bmwusa.com

Trash [Empty]

Cc: [Redacted]

Full Headers Printable View

My Folders [Edit]

Matthew:

Accounts (2)

I am not sure where the disconnect is. I did read the letter BMW sent thank you. My reading the letter is what precipitated an email to your company. My initial and subsequent messages were very clear, my airbag light has been on for 2 years. Why if there is a recall do I have to wait until "late summer" for a replacement? That "late summer" doesn't even sound definitive. I'm guessing that I will just contact the Department of Safety as the letter says since I am unable to get any viable help from you.

Archive

Legal (2)

Military (7)

Notes (21)

Orders (2)

School (1)

VA (10)

Sent from my iPhone

> On Apr 11, 2016, at 12:24, CustomerRelations@bmwusa.com wrote:

>

> Dear [Redacted]

> Thank you for your reply.

> If you received an initial letter via First-Class Mail advising you of this recall; no action is required on your part at this time. You will receive a second letter when replacement parts become available requesting that you schedule an appointment to bring your vehicle to an authorized BMW center for service and repair. At this time, we are expecting limited parts availability beginning late summer 2016.

> To access a FAQ document with additional information, please visit [Redacted] and select "click here" under the Safety Recall section.

> You can also access the most up-to-date recall information at our website: [Redacted] Simply enter the last seven digits of your VIN. Please keep in mind we require up to 30 days after completion of a recall for this data to be updated and recalls issued prior to 1997 are not included in search results.

> If you would like to discuss your concerns further, the BMW Customer Relations and Services Department is available Monday through Friday from 9:00 a.m. to 9:00 p.m., ET. You can reach us at 1-800-831-1117.

> Sincerely,

> Matthew Martin
> Customer Relations and Services
> Representative

> BUILD YOUR OWN ULTIMATE DRIVING MACHINE.

> Design the BMW of your dreams at [Redacted]

> —Original Message—

> From: [Redacted]
> Sent: 4/11/2016 12:00:00 AM
> To: "CustomerRelations@bmwusa.com" <CustomerRelations@bmwusa.com>
> Subject: Your BMW Correspondence [Redacted]

> Matthew:
> I have been unable to answer when you call as I am at work. I do still require assistance. My request was simple and I am not sure what we need to discuss. I want to know when my airbag will be replaced? Your company sent me a generic letter that discussed the recall and stated that no parts are available, when are they going to be available?

> When people walk away from you, let them go. Your destiny is never tied to anyone who leaves you, and it doesn't mean they are bad people. It just means that their part in your story is over.

> On Friday, April 8, 2016 3:15 PM, "CustomerRelations@bmwusa.com" <CustomerRelations@bmwusa.com> wrote:

> Dear [Redacted]



FIRE TABLET. 7" DISPLAY, WI-FI, 8 GB - INCLUDES SPECIAL OFFERS, BLACK

\$49.99

>
> Thank you for contacting BMW of North America, LLC.
>
> Unfortunately, I have been unable to reach you regarding your case. If you still require assistance, please contact me directly at 1-800-831-1117.
>
> If I am unavailable, please contact our department at 1-800-831-1117. Any Customer Relations representative would be happy to discuss your comments further.
>
> The BMW Customer Relations and Services Department is available Monday through Friday from 9:00 a.m. to 9:00 p.m., Eastern Time. You can reach us at 1-800-831-1117.
>
> Sincerely,
>
> Matthew B.
> Customer Relations and Services
> Representative
>
>

Compose

Delete Reply Reply All Forward **Actions** Apply Back to Search Results



Your BMW Correspondence

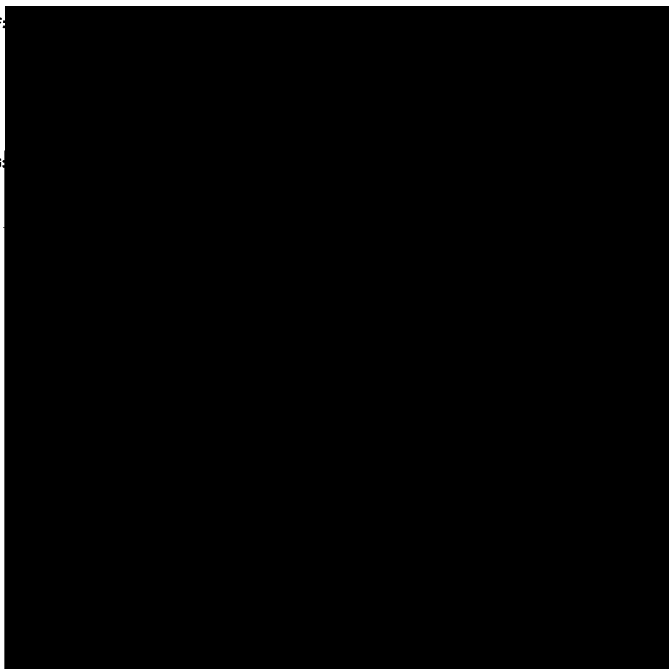
Thursday, August 4, 2016 8:08 AM

X-Apparently-To: Wed, 03 Aug 2016 20:08:21 +0000

Return-Path: CustomerRelations@bmwusa.com>

Received-SPF:

X-YMailISG:



X-Originating-IP: [68.232.139.62]

Authentication-Results:

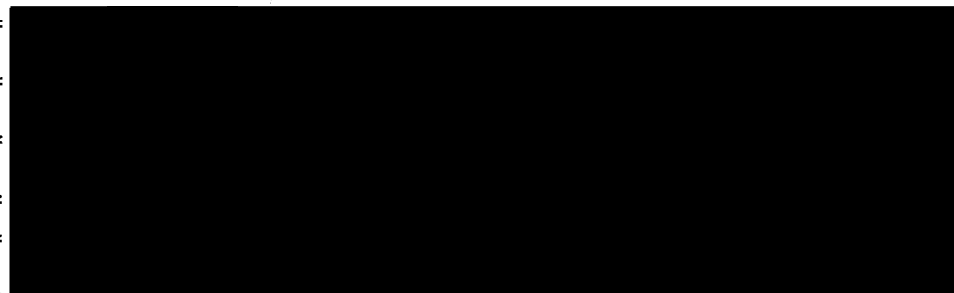
Received:

Received:

Received:

Received:

Message-Id:



MIME-Version: 1.0

Content-Transfer-Encoding: Quoted-Printable

Encoding: text/plain; charset="UTF-8"

Content-Type: 3 Aug 2016 16:08:17 -0400

Date: CustomerRelations@bmwusa.com

From: Your BMW Correspondence

Subject: [Redacted]

To: [Redacted]

X-Mailer: Siebel 8.1.1.14 SIA [23044] LANG_INDEPENDENT

X-MSMail-Priority: Normal

X-Priority: 3

Content-Length: 8334

Dear [REDACTED]

Thank you for your reply.

Your information has been forwarded to Leah at 1-800-831-1117, extension 7720. She is researching your inquiry and will call you soon to further assist you.

For your convenience, the BMW Customer Relations and Services Department is available Monday through Thursday from 9:00 a.m. to 9:00 p.m. ET and Friday from 9:00 a.m. to 6:00 p.m. ET. You can reach us at 1-800-831-1117.

Sincerely,

Katie Sullivan
Customer Relations and Services
Representative

BUILD YOUR OWN ULTIMATE DRIVING MACHINE.
Design the BMW of your dreams at [REDACTED]

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

From: [REDACTED]
Sent: 8/3/2016 12:00:00 AM
To: "CustomerRelations@bmwusa.com" <CustomerRelations@bmwusa.com>
Cc: [REDACTED]
Subject: Your BMW Correspondence [REDACTED]

SO NOW IT'S DECEMBER?! The individual that I spoke with earlier this year said late summer. What the "!" is wrong with you people?!? This airbag is DANGEROUS! I am about to write everyone in America about this. You can keep your apology, your apology won't keep me SAFE!

On Sun, 7/31/16, CustomerRelations@bmwusa.com <CustomerRelations@bmwusa.com> wrote:

Subject: Your BMW Correspondence [REDACTED]
To: [REDACTED]
Date: Sunday, July 31, 2016, 5:25 AM

Dear [REDACTED]

Thank you for contacting BMW of North America, LLC regarding the Safety Recall Campaign for the driver-side front air bag module. I was so sorry to read your concerns!

If you received an initial letter advising you of this issue, no action is required on your part at this time. Please note, however, that we anticipate that you will receive a second letter via First-Class Mail by the end of December advising that parts are available for your vehicle.

To access a FAQ document with additional information, please visit [REDACTED] and select "click here" under the "Safety Recalls" tab at the bottom of the home page.

For your convenience, the BMW Customer Relations and Services Department is available Monday through Thursday from 9:00 a.m. to 9:00 p.m. ET and Friday from 9:00 a.m. to 6:00 p.m. ET. You can reach us at 1-800-831-1117.

Thank you again for taking the time to write to us.

Sincerely,

Cassandra Stewart
Customer Relations and Services
Representative

BUILD YOUR OWN ULTIMATE DRIVING MACHINE.
Design the BMW of your dreams at [REDACTED]

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

From: [REDACTED]
Sent: 7/30/2016 12:00:00 AM
To: "CustomerRelations@bmwusa.com" <CustomerRelations@bmwusa.com>
Cc: [REDACTED]
Subject: Your BMW Correspondence [REDACTED]

I AM STILL WAITING ON WORD ABOUT WHEN MY AIRBAG WILL BE REPLACED! WHAT IS THE STATUS OF THIS?

When people walk away from you, let them go. Your destiny is never tied to anyone who leaves you, and it doesn't mean they are bad people. It just means that their part in your story is over.

On Fri, 4/15/16, CustomerRelations@bmwusa.com <CustomerRelations@bmwusa.com> wrote:

Subject: Your BMW Correspondence [REDACTED]
To: [REDACTED]
Date: Friday, April 15, 2016, 1:28 AM

Dear [REDACTED]

Thank you for your reply. Your correspondence has been forwarded to Matthew for additional review and follow up. Thank you for your continued patience.

The BMW Customer Relations and Services Department is available Monday through Friday from 9:00 a.m. to 9:00 p.m., ET. You can reach us at 1-800-831-1117.

Sincerely,

Matthew Martin
Customer Relations and Services
Representative

BUILD YOUR OWN ULTIMATE DRIVING MACHINE.
Design the BMW of your dreams at [REDACTED]

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

From: [REDACTED]
Sent: 4/14/2016 12:00:00 AM
To: <CustomerRelations@bmwusa.com>
Cc: [REDACTED]
Subject: Your BMW Correspondence [REDACTED]

Matthew:

I am not sure where the disconnect is. I did read the letter BMW sent thank you. My reading the letter is what precipitated an email to your company. My initial and subsequent messages were very clear, my airbag light has been on for 2 years. Why if there is a recall do I have to wait until "late summer" for a replacement? That "late summer" doesn't even sound definitive. I'm guessing that I will just contact the Department of Safety as the letter says since I am unable to get any viable help from you.

Sent from my iPhone

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Mail

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authorized BMW center for service and repair. At this time, we are expecting limited parts availability beginning late summer 2016.

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> Customer Relations and Services
> Representative

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> Sent: 4/11/2016 12:00:00 AM
> To: "CustomerRelations@bmwusa.com"
<CustomerRelations@bmwusa.com>
> Subject: Your BMW Correspondence [redacted]

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when are they going to be available?

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wrote:

> Dear [redacted]

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> Sincerely,

> Matthew B.
> Customer Relations and Services
> Representative

Cibolo, TX

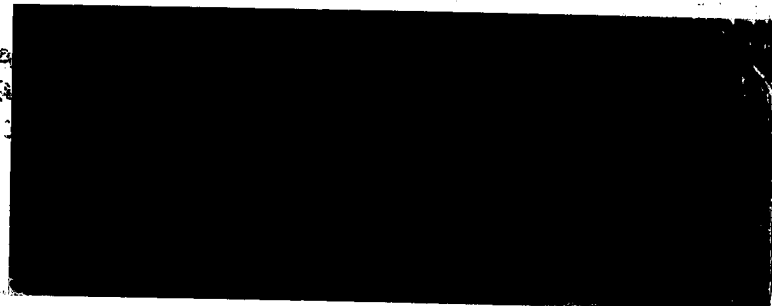


PLACE STICKER AT TOP OF ENVELOPE TO THE RIGHT
OF THE RETURN ADDRESS. FOLD AT DOTTED LINE

CERTIFIED MAIL



7016 1370 0000 1178 1076



W40-304
U.S. POSTAL SERVICE

**RETURN RECEIPT
REQUESTED**

Administrator, National Highway
Traffic Safety Administration
1200 New Jersey Ave, S.E.
Washington, DC 20590

20590-

