

MAY 15 2017

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May 7, 2017

National Highway Traffic Safety Administration
1200 New Jersey Ave, SE
Washington, DC 20590
Attn, Administrator

This letter is intended to communicate experiences with BMW Corporation Contacts regarding two Safety Recalls, BMW X5 2013 model, 16V-071 and 17V-138. I understand that millions of vehicles are affected by 16V-071 air bag sensor/deployment products and the regional climate and vehicle age priorities. However, the BMW dealer was contacted three times since the recall in March 2016 and repeatedly stated that parts are unavailable and they would contact me with updates in the future. After 14 months since the recall there has been no followup. I have recently contacted BMW-USA Customer Relations and found them to be unconcerned about the 14 month delay in response to the recall and simply passed this off on the air bag sensor/deployment manufacturer. Frankly, I was surprised to find BMW lacking primary responsibility for or customer focus in handling this recall. Parts shortage is undoubtedly real, however, BMW has considerable resources to facilitate the manufacturing industries to expand capacity, correct design problems and select alternative vendors to full-fill requirements. My observations are that the automotive industry is not taking safety recalls seriously and hiding behind supplier failures to protect their reputation rather than owning customer satisfaction.

The second recall that affects my vehicle is 17V-138 which although more recent has similar symptoms of parts unavailable. This recall was minimized by BMW-USA during my recent conversations. The recall documentation describes drive shaft failure as progressive with front drive being disabled followed by rear drive impaired and vehicle not operable. In the ultimate malfunction a crash may result. This doesn't sound superficial and it appears should receive priority parts replacement.

My concern is for passenger safety, vehicle functionality and BMW ownership of the recalls which are focused on customer satisfaction. The customer should be kept informed of progress in resolving safety recalls and BMW should initiate corporate actions appropriate to the timely resolution of these recalls. Vehicles identified by the NHTSA as requiring Safety Recall should be monitored at the vendor level to ensure timely conformance. I spoke with a representative of the NHTSA this morning and was updated on the status of the recall and initiatives appropriate to highlight the points of dissatisfaction described herein with appropriate Federal, State and Industry leaders. I am in the process of doing this.

Sincerely

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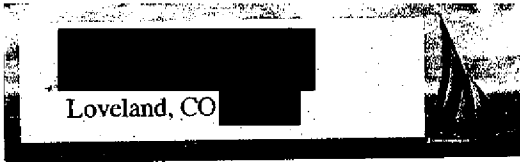
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ATTN NHTSA ADMINISTRATOR

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