

BMW Group

August 24, 2010

Mr. Daniel Smith
Associate Administrator for Enforcement
National Highway Traffic Safety Administration
1200 New Jersey Ave., S.E.
Washington, DC 20590

**RE: Foreign Safety Campaign – Rear LED Taillight
2008-10 BMW 1-Series**

Dear Mr. Smith:

This notice is sent to you in accordance with the requirements of 49 CFR Part 579.11.

1. **Manufacturer:** Bayerische Motoren Werke AG (BMW AG)
Designated Agent: Jan Urbahn
BMW of North America, LLC
Woodcliff Lake, NJ 07677
2. **Make:** BMW

<u>Model Year / Model</u>	<u>Inclusive dates of manufacture</u>
2008-10 / BMW 1-Series	Sep. 1, 2007 – Oct. 12, 2009
3. The number of vehicles affected is approximately 2,510.
4. The issue involves the rear LED taillight. Specifically, the seals on the rear taillight release gas as part of a normal out-gassing process. Over time, this could lead to corrosion of the electrical contact points of the LEDs. As a result, one individual taillight may no longer illuminate. However, other light functions (turn signal, brake light, backup light, fog light, center high-mounted stop lamp) are not affected.
5. The following foreign countries are affected: Japan.
6. BMW will conduct a recall campaign to remedy the affected vehicles. Specifically, depending on vehicle inspection, the rear lamp seals, or the rear lamp unit (including seals) will be replaced by an updated version.
7. The decision to conduct the campaign in Japan was made by BMW AG. BMW AG came to the conclusion that this issue was not safety-related. Therefore, BMW AG decided to perform a product amendment campaign at the vehicle's next dealer visit. However, Japan's Ministry of Land and Infrastructure Transport (MLIT) strongly suggested that a safety-related recall campaign be conducted. BMW Japan accepted the MLIT suggestion and made the determination to conduct this type of campaign.

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8. The remedy program will consist of notifying affected owners by letter in order for them to have their vehicles repaired.
9. The determination date by BMW AG, to conduct a service campaign, was February 24, 2010; however, subsequent to discussions with the MLIT, BMW Japan accepted the MLIT proposal to conduct a safety campaign specifically in Japan.
10. The start date of the service campaign in Japan was May 31, 2010, while the recall was initiated subsequent to acceptance of the MLIT proposal.
11. The substantially similar vehicles in the US are the Model Year 2008-10 BMW 1-Series Coupe and Convertible. However, affected US models started to receive updates via service information which was initially released to US dealers in March 2010.

Sincerely,



Jan Urbahn
General Manager
Safety Engineering and Intelligent Transportation Systems