

BMW Group

July 13, 2011

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

**RE: Foreign Safety Campaign – Pedestrian Protection System
2010-11 BMW 6-Series Convertible**

Dear Mr. Harris:

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

- Manufacturer:** Bayerische Motoren Werke AG (BMW AG)

Designated Agent: Jan Urbahn
BMW of North America, LLC
Woodcliff Lake, NJ 07677
- Make:** BMW

<u>Model Year / Model</u>	<u>Inclusive dates of manufacture</u>
2010-11 / BMW 6-Series Convertible	June 9, 2010 – June 28, 2011
- The number of vehicles affected is approximately 2,914.
- In order to satisfy European regulations, affected vehicles are equipped with an active pedestrian protection system. If the front of the vehicle contacts a pedestrian then, within certain parameters, the hood is raised. The system includes a sensor and an impact absorber that is contained within the vehicle's bumper structure. In an impact, the sensor signal is sent to the airbag control module for activation of the system. Due to a miscalibration of the sensor, the system may not be activated in an impact within the specified parameters.
- The following foreign countries are affected: Germany, Denmark, Ireland, Greece, Portugal, Spain, Belgium, France, United Kingdom, Italy, Netherlands, Finland, Malta, Norway, Poland, Turkey, Estonia, Lithuania, Serbia, Macedonia, Austria, Sweden, Switzerland, Reunion, Hongkong, Israel, Japan, Macao.
- BMW has decided to conduct a recall campaign. Specifically, the sensor and the impact absorber within the bumper structure will be replaced.
- The determination has been made by BMW AG.
- The remedy program will consist of notifying affected owners by letter in order for them to have their vehicles repaired.

Company
BMW of North America, LLC

BMW Group Company

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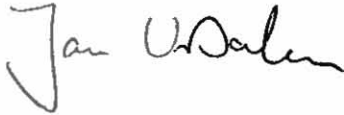
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9. The determination date was July 7, 2011.
10. The recall is planned to start in July 2011.
11. The substantially similar vehicles in the US are the Model Year 2012 BMW 6-Series Convertible vehicles. However, US models are not affected because they are not equipped with a pedestrian protection system.

Sincerely,

A handwritten signature in black ink that reads "Jan Urbahn". The signature is written in a cursive style with a large initial "J" and a long, sweeping underline.

Jan Urbahn
General Manager
Safety Engineering and Intelligent Transportation Systems