

# BMW Group

March 28, 2017

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

**RE: Foreign Safety Campaign – Power Supply System  
2010-12 BMW M3 – (Right-Hand Drive)**

Dear Mr. Giuseppe:

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:** Samuel Campbell, III  
Department Head, Safety Engineering and ITS  
BMW of North America, LLC  
200 Chestnut Ridge Rd. (Bldg. 150)  
Woodcliff Lake, NJ 07677
2. **Make:** BMW  

|                                                      |                                                                            |
|------------------------------------------------------|----------------------------------------------------------------------------|
| <b><u>Model Year / Model</u></b><br>2010-12 / BMW M3 | <b><u>Inclusive dates of manufacture</u></b><br>Dec 1, 2009 – Oct 13, 2011 |
|------------------------------------------------------|----------------------------------------------------------------------------|
3. The number of vehicles affected is approximately 1,310.
4. This foreign safety campaign involves the power supply system, specifically the tin-coated connectors at the end of the positive battery cable and the corresponding terminal on the fuse box. Previously, in February 2013, BMW had issued a safety recall on this matter ("13V-044"). Please refer to 13V-044 for a detailed description of the defect.
5. The following foreign countries are affected: United Kingdom.
6. The positive battery cable connector will be replaced by an improved version, and also secured to the fuse box using a vibration-safe method.
7. On February 17, 2017, the United Kingdom's (UK) Driver & Vehicle Standards Agency (DVSA) requested a recall on the BMW 3 Series, including the M3, due to stalling rates. On March 21, 2017, BMW agreed to conduct a safety recall in the UK. Previously, in February 2013, BMW had issued a safety recall on this matter ("13V-044"), but did not include the M3, as the rates of occurrence on the M3 were significantly lower than on the 3 Series.
8. The remedy program will consist of notifying affected owners by letter requesting them to have their vehicles repaired.

**Company**  
BMW of North America, LLC

BMW Group Company

**Mailing address**  
PO Box 1227  
Westwood, NJ  
07675-1227

**Office address**  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

**Telephone**  
(201) 307-4000

**Fax**  
(201) 782-0764

**Website**  
bmwusa.com



9. The determination date for the recall was March 21, 2017.
10. The recall is planned to start in April 2017.
11. The substantially similar model in the US is the Model Year 2010-12 BMW M3. In February 2013, BMW had issued a voluntary safety recall ("13V-044") involving the BMW 3 Series, but did not include the M3, as the rates of occurrence were significantly lower as a result of a different electrical architecture which significantly reduces the electrical load on the power distribution box.. In December 2016, as a preventative measure, BMW issued a Service Action for the M3.

Sincerely,

BMW of North America, LLC

A handwritten signature in black ink, appearing to read "Samuel Campbell, III", written over the printed name.

Samuel Campbell, III  
Department Head  
Safety Engineering and Intelligent Transportation Systems