



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

Deputy Administrator

1200 New Jersey Avenue SE.
Washington, DC 20590

October 29, 2014

BY EMAIL AND U.S. MAIL

Mr. Sam Campbell
Department Head, Safety Engineering and Intelligent Transport Systems
BMW of North America, LLC
P.O. Box 1227
Woodcliff Lake, NJ 07675-1227
sam.campbell@bmwna.com

Re: Takata Inflator Recalls

Dear Mr. Campbell:

I am writing to emphasize the critical imperative for your continued and expanded efforts to promptly and effectively remedy the serious safety risk posed to consumers by defective Takata air bags.

Over the past several months, the National Highway Traffic Safety Administration (“NHTSA”) has been focused on identifying, and ensuring that manufacturers recall and repair vehicles with defective Takata air bags. The ongoing cooperation of all manufacturers who have recalled vehicles is essential to address this safety risk. Our NHTSA team is engaged with you in critical work to better understand the failures and take action to remedy the safety risk, particularly for vehicles purchased or registered in consistently hot, humid regions of the country, specifically Florida, Puerto Rico, areas near the Gulf of Mexico in Texas, Alabama, Mississippi, Georgia, and Louisiana, as well as Hawaii, Guam, Saipan, American Samoa, and the U.S. Virgin Islands. As our work continues, we urge you to take aggressive and proactive action to expedite your remedy of the recalled vehicles and to supplement Takata’s testing with your own testing to fully evaluate the scope and nature of this defect.

While decisive measures are being taken to address the safety threat, more can and should be done as soon as possible to prevent any further tragedies from occurring as a result of these defective air bags. To that end, please provide the agency with information on your efforts to ensure vehicles are remedied as expeditiously as possible. Given the severity of this issue, we are requesting all manufacturers involved with these recalls provide the information below. This will help us better understand the extent of the defect in vehicles containing Takata air bags and



to communicate with the public about the recalls.

Specifically, pursuant to 49 U.S.C. § 30166, we ask that you provide the following information:

1. The steps that you will take to (a) expedite Takata's production of replacement air bags; (b) expand the supply of replacement air bags by obtaining replacement air bags from other suppliers; (c) accelerate distribution of replacement air bags to repair facilities; and (d) urge and incentivize your dealers to increase the number of vehicles repaired.
2. The measures (including innovative approaches) that you will take to encourage and incentivize vehicle owners to bring their vehicles in for repair (*e.g.*, expanding service hours for more convenience, accommodating owners whose vehicles cannot immediately be repaired by providing loaner vehicles, and the use of print, radio, television, and social media to inform vehicle owners of the recall program).
3. The efforts you will make to maintain clear, thorough, and up-to-date information regarding the recall on your website, and within your dealer network, to better inform consumers.
4. Any other interim measures you have taken or can take to address the safety risk and up-to-date information on the number of loaner vehicles you have provided.
5. A description of any ongoing efforts to evaluate the safety risks of Takata air bags in your vehicles, including a description of testing that is currently underway or planned.
6. Testing results and data that you have conducted or gathered concerning your vehicles that contain Takata air bags that were sold or registered within the hot, humid regions of the country identified in NHTSA's consumer advisory.
7. Testing results and data that you have conducted or gathered concerning your vehicles that contain Takata air bags that were sold or registered outside of the hot, humid regions of the country identified in NHTSA's consumer advisory.¹
8. The testing protocols/methodologies used (or that will be used) to conduct or gather the information described in Nos. 5 through 7 above.
9. Up-to-date information regarding the number of vehicles covered by your recall, the number of those vehicles still in service and the number of vehicles remedied with a replacement air bag.
10. Information on the testing, if any, you have done on the replacement air bags.

Please provide the information requested to NHTSA by no later than November 5 to Frank Borris, NHTSA's Director of the Office of Defects Investigation, and provide weekly updates thereafter to ensure that the agency has the most current information available to it to protect public safety.

¹ If the data indicates that the area of risk extends beyond the region identified, you will need to act quickly to expand your recall.

In addition to gathering this information from vehicle manufacturers, we are communicating directly with Takata about the work it is undertaking to identify and address this defect and efforts it is taking to accelerate its ability to supply replacement air bags. However, minimizing the risk of future deaths and injuries requires the development of more data on which air bag inflators pose risks and under what conditions, where those inflators are located and what must be done to remove that risk as quickly as possible. If you have not conducted your own testing, we ask that you do so.

NHTSA will remain in close communication with you to ensure all appropriate actions to expeditiously carry out this recall and ensure the safety of all vehicle owners are taken. While we fully expect that you will act proactively to ensure the success of this recall, should there be an unreasonable delay in carrying out your responsibilities, NHTSA will not hesitate to take action. This may include requiring you to accelerate your remedy program (*see* 49 U.S.C. § 30120(c)(3); 49 C.F.R. § 573.14) or take such other actions as we deem appropriate.

In closing, we urge you, in the strongest possible terms, to act aggressively and responsibly to ensure that the safety risk to vehicle owners from this defect is effectively and expeditiously addressed.

I look forward to your reply.

Sincerely,



David J. Friedman
Deputy Administrator