

June 2004

Recall Campaign No. 04V-235, Front Spring Strut

Dear BMW Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

BMW AG has decided that a defect which relates to motor vehicle safety exists in certain 2004 BMW R1150 R and R850 R motorcycles. Our records indicate that you are the owner of a potentially affected motorcycle.

DESCRIPTION OF DEFECT

The defect involves the weld of the upper stud bolt at its connection to the front spring strut. During extreme riding maneuvers, the bolt may break. If this happens, the rider may not be able to control the motorcycle.

You may continue to ride your motorcycle; however, do not leave this problem unattended.

PRECAUTIONS

- 1. CONTACT YOUR AUTHORIZED BMW RETAILER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
2. If you are in any way concerned with your ability to safely operate the motorcycle, please contact your BMW retailer to arrange for pickup and repair of the motorcycle.
3. If the upper stud bolt breaks while riding, or if you detect looseness of the front spring strut while operating the motorcycle, you should pull over carefully to a safe location away from traffic and immediately contact BMW Roadside Assistance at 1-800-332-4269 to have the motorcycle brought to the nearest Authorized BMW retailer.
4. If you are not the only rider of this motorcycle, please advise all other riders of this important information.

DESCRIPTION OF REPAIR

The repair will consist of replacing the front spring strut.

This repair may take up to one hour, and will be performed ~~free of charge~~ by your Authorized BMW retailer. Additional time may be required depending on the BMW retailer's scheduling and processing.

OTHER INFORMATION

If you are no longer the owner of this vehicle, we would appreciate you furnishing us with the name and address of the new owner using the enclosed postage-paid card.

If you are a lessee of this vehicle, Federal Regulations require you to forward this notice to your lessee.

If you have already had this repair performed at your own expense, please see the attachment regarding possible eligibility for reimbursement.

Should you have any questions about this campaign, please contact your Authorized BMW retailer.

We appreciate your confidence in our product, and we wish to do everything we can to retain your confidence. Should you need additional assistance, you may contact BMW Customer Relations and Services at 1-800-831-1117.

If the BMW retailer is unable to remedy the defect without charge or within a reasonable period of time, you may notify the Administrator, National Highway Traffic Safety Administration, 400 Seventh Street S.W., Washington, DC 20590, or call the toll-free Auto Safety Hotline at 1-888-327-4236.

BMW OF NORTH AMERICA, LLC

TREAD ACT CUSTOMER REIMBURSEMENT PLAN
(BMW of North America, LLC)

If you have paid for the repair described in the attached letter, and you would like to be considered for reimbursement, please contact your authorized BMW retailer. Expenses from repair facilities outside of the BMW retailer network will be considered; however, the procedure must meet BMW standards and use BMW Genuine Parts.

Your authorized BMW retailer will request a copy of your owner notification letter, as well as, a copy of your previously paid invoice, and then inspect the vehicle (if it is still in your possession) prior to submitting a claim on your behalf to BMW of North America, LLC for reimbursement.

Please note the following:

- Only a repair that is the subject of this safety recall is reimbursable. Consequential expenses such as towing, rental, accommodations, damage repairs, etc will not be reimbursed.
- When BMW Genuine Parts are used, the Manufacturers Suggested Retail Price (MSRP) will be considered as the guideline for reasonable charges.
- Expenses for repairs performed more than 10 days after the date of the last owner notification letter sent by BMW are not eligible for reimbursement.
- Taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.
- BMW will not reimburse for prior repairs that did not utilize BMW Genuine Parts.

We anticipate that your authorized BMW retailer will be able to answer any questions that you may have regarding your qualifications for reimbursement of a previous repair. If you qualify for such a reimbursement, they will also be able to advise you of the manner in which you could receive reimbursement.

We recommend that your authorized BMW retailer be your primary contact on this issue; however, our Customer Relations and Services Department may be contacted at 1-800-831-1117 for any special assistance that you may require.

Alternatively, you may submit your request for reimbursement to the following address:

Customer Relations and Services Department
BMW of North America, LLC
P.O. Box 1227
Westwood, NJ 07876-1227