

BMW

December, 2004

Recall Campaign No. 04V-575: Seating Systems

RECEIVED

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OFFICE OF DEFECTS
INVESTIGATION

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 Model Year BMW 5- Series and 2003-2004 Model year BMW 7-Series vehicles equipped with front seat heating systems. Our records indicate that you are the owner of a potentially affected vehicle.

We sincerely apologize for any inconvenience this may cause you.

DESCRIPTION OF DEFECT

The defect involves the seat heating system of the driver's and front passenger's seat. In some cases, upon entering/exiting the vehicle, excessive contact with the side bolster that is contained in the seat's backrest may damage the heating mat located in this area. If such damage were to occur, with the system turned on, you may feel excessive heat from this area.

It is possible that the heating mat in the backrest's side bolster could overheat and damage, or melt a small hole in, this area of the seat cover. If this happened, the clothing of the person occupying the seat could be damaged. In rare instances, this could lead to a minor or superficial skin injury.

Your vehicle can still be driven; however, do not leave this problem unattended. Failure to observe the following precautions could increase the risk of an injury.

PRECAUTIONS

- 1. CONTACT YOUR AUTHORIZED BMW CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. Do not switch on the driver's or front passenger's seat heating system until you have had this repair performed.**
- 3. If you feel excessive heat from the seat cover, or notice an electrical/melting smell, you may have inadvertently switched on a seat heating system. You should immediately make certain that the seat heating systems for both the driver's seat and the front passenger's seat are turned off. Then, pull over carefully as soon as possible to a safe location and away from traffic. Allow the system to cool down.**

Company
BMW of North America, LLC

BMW Group Company

Address
BMW Plaza
Montvale, NJ
07645-1866

If you are concerned in any way with continuing to operate your vehicle, you may contact BMW Roadside Assistance at 1-800-332-4269 immediately to have the vehicle brought to the nearest Authorized BMW Center.

- 4. BMW recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.**
- 5. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

DESCRIPTION OF REPAIR

BMW will conduct a recall campaign to remedy the affected vehicles. Specifically, the seat heating circuit will be modified.

The actual repair will require approximately 5 hours; however, additional time may be required depending on the BMW center's scheduling and processing. This work will be performed free of charge by your Authorized BMW Center.

OTHER INFORMATION

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

If you are a lessor 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 center.

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 at 1-800-831-1117.

If the BMW center 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 St., S.W., Washington, DC 20590, or call the toll-free Auto Safety Hotline at 1-888-327-4236.

BMW OF NORTH AMERICA, LLC