

Service Bulletin

Date: May 2004

Bulletin No: 31 001 04 (023)

BMW Motorrad USA

Subject: Notice of Recall 04V-235: Check/replace front spring strut, R 1150 R

Operating Manager

Details: Under conditions of extreme riding maneuvers, the upper stud bolt may break at its connection to the front spring strut. If this happens, changes in the handling characteristics of the motorcycle may occur.

Spare Parts Information: Questionable spring struts were delivered to the Berlin production plant only and were not part of normal BMW spare parts inventory. All questionable spring struts have been identified and cleared from production line parts stock at the Berlin plant.

Parts Department

VIN Range:

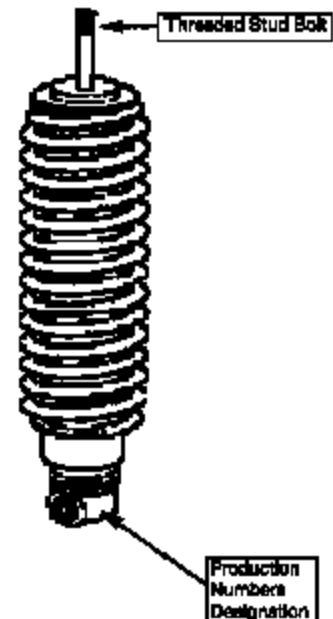
Model	From	To
R 1150 R	ZF49375	ZF49456

Service Department

Aftersales Solution: Remove and check the front spring strut of all motorcycles within the affected VIN range. Spring struts with the production numbers noted below **MUST BE REPLACED**. The production number is located on the lower spring strut mount. If the production number is unreadable, we recommend replacing the spring strut.

Reference 31 06/2004

Production Numbers
31S3
27S3
21S3
15S3
14S3



Motorcycles within the affected VIN range must be checked and updated as they arrive at your dealership, in all cases before the motorcycle is delivered to the retail customer.



Customer Notification: Some R 1150 R models within the affected VIN range have already been delivered to a retail customer. The current owner of these motorcycles will be notified by a first class letter describing the details of the recall. In this letter, each customer will be asked to contact the BMW motorcycle retailer of his choice, making a service appointment for the completion of the updates called for in this recall.

Important Note: Under the National Traffic and Motor Vehicle Safety Act of 1955, as amended, if there has been a recall campaign, dealers must assure that all new vehicles and new items of replacement equipment are free of safety defects and comply with all applicable Federal Motor Vehicle Safety Standards at the time of delivery to the consumer. This means that dealers may not deliver new motor vehicles or new items of replacement equipment to consumers unless the safety defect or non-compliance has been remedied before delivery.

Warranty Information: Enter a campaign claim, specifying defect code 00 00 31 25 00 and selecting the appropriate Work Package.

Defect Code: 00 00 31 25 00

Description: Checking / Replacing Front Spring Strut

Work Package #1

Description: R&R front spring strut, check production number, spring strut is OK.

Flat Rate Code: 31 42 420

Description: R&R front spring strut, check production number.

FRU: 8

Work Package #2

Description: R&R front spring strut, check production number, replace spring strut.

Flat Rate Code: 31 42 420

Description: R&R front spring strut, check production number.

FRU: 8

Part Number: 31 42 7 650 047

Description: Front Spring Strut

Qty: 1

Contact : Pat Raymond (201) 307 4261
Service and Technical Manager pat.raymond@bmwna.com
BMW Motorrad USA

Attachments :



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 1-800-332-4259 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 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 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 07676-1227



**04V-238
2004 R1150 R Motorcycles
Front Spring Strut**

Q1. Which models are affected by this recall?

Affected models are certain 2004 R1150 R models produced between October and November 2003.

Q2. Why are other models not affected?

Other models have a front spring strut that meets BMW specifications. Affected models produced within this time period may have had a front spring strut installed that was not produced in accordance with BMW specifications.

Q3. How many models are affected?

Approximately 84 motorcycles in the US are affected.

Q4. What is the specific problem?

The welding of the upper stud bolt to the front spring strut on affected models may not have been performed in accordance with BMW specifications.

Q5. What can happen?

During extreme riding maneuvers, the connection between the upper stud bolt and the front spring strut may break. This could lead to an inability to control the motorcycle.

Q6. How does the rider become aware of the problem?

Although the problem is expected to occur only during extreme riding maneuvers, if it occurred, the rider would experience an inability to control the motorcycle. Additionally, if the rider detects looseness of the front spring strut while riding, the motorcycle may be experiencing this problem.

Q7. What corrective measures will be taken?

The repair will consist of replacing the front spring strut on all affected motorcycles.

Q8. How did BMW become aware of the problem?

BMW became aware of the problem through its own quality control processes and analyses.

Q9. Is BMW aware of any accidents associated with the recall?

No.

Q10. Can customers continue to ride their motorcycles?

Yes, but we recommend that owners of affected motorcycles, who will receive a letter asking them to schedule an appointment with their authorized BMW motorcycle retailer, do so as soon as possible.

If you are in any way concerned with your ability to safely operate the motorcycle, please contact your authorized BMW motorcycle retailer to arrange for pickup and repair of the motorcycle.

If you detect looseness of the front spring strut while operating the motorcycle, your motorcycle may be experiencing this problem. In this case, you should pull over carefully as soon as possible to a safe location and away from traffic. Do not continue to ride the motorcycle. Contact BMW Roadside Assistance at 1-800-332-4269 immediately to have the motorcycle brought to the nearest Authorized BMW motorcycle retailer.

If you are not the only rider of this motorcycle, please advise all other riders of this important information.

Q11. How will customers be informed of the recall?

Owners of affected motorcycles will receive a letter via First Class mail asking them to schedule an appointment with their authorized BMW motorcycle retailer.

Q12. How will the recall be performed?

The recall will be performed by an Authorized BMW motorcycle retailer which will replace the front spring strut.

Q13. How long will the repair take?

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

Q14. How many models have experienced this problem?

The exact number is unknown at this time.

Q15. When will I receive my owner notification letter?

Mailings are planned for June 2004.

Q16. Do I have to wait for my recall letter in order to have my recall performed?

Yes. BMW is in the process of implementing the recall campaign to ensure that the necessary parts are at the Authorized BMW motorcycle retailers prior to sending out the owner notification letters.

Q17. I see the "TREAD Act Customer Reimbursement Plan" attached to my letter. Can you explain what that is about? Am I eligible for reimbursement?

If you have already had this repair performed at your own expense, you may be eligible for reimbursement of certain expenses that you incurred. (Note to Cust. Rel.: Please review and refer to the "TREAD Act Customer Reimbursement Plan" when speaking with the customer.)