



PERFORM THE PROCEDURE OUTLINED IN THIS SERVICE INFORMATION ON ALL AFFECTED VEHICLES BEFORE CUSTOMER DELIVERY OR THE NEXT TIME THEY ARE IN THE SHOP FOR MAINTENANCE OR REPAIRS.

Under the National Traffic and Motor Vehicle Safety Act of 1966, 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 noncompliance has been remedied before delivery.

SUBJECT

Recall Campaign 04V-379 Driver's Seat Occupant Detection

MODEL

E65/E66 (7 Series)

SITUATION

The driver's seat occupancy detector is occasionally unable to reliably detect that the seat is occupied. As a result, it is possible that in a certain crash condition, the driver's front air bag, head protection system, safety belt pre-tensioner, and knee air bag may not deploy. If this happened, occupant protection provided by these systems would not be possible. This Recall Campaign reprograms the seat occupancy detection system. Additionally, the software in the vehicle's control units will be updated as described in SI B61 03 04.

A copy of the customer notification letter is attached.

To minimize the customer's inconvenience caused by this Recall Campaign, pick-up (and deliver after repair) the affected vehicle from customer's home and provide appropriate alternative transportation.

Customers will be impressed when you return their cars cleaned inside and out and with a full tank of gas. Reimbursement information for the vehicle fueling and valet costs may be found in the Warranty portion of this bulletin.

AFFECTED VEHICLES

This Recall Campaign involves E65/E66 (7 Series) vehicles, which were produced from March 1, 2004 to July 12, 2004.

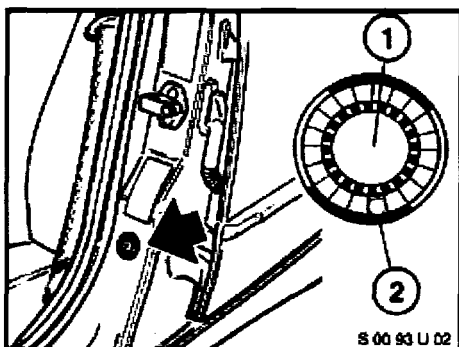
In order to determine if a specific vehicle is affected by this Recall Campaign, it will be necessary to utilize the "Service Menu" of the DCS (Dealer Communication System). Based on the response of the system, either proceed with the corrective action or take no further action.

The Chassis Number Ranges listed below are **only** for informational purposes and are not to be considered as the only deciding factor.

Model	Chassis Number Range
760i	DC47004 - DC47013
760Li	DK11096 – DK11177
745I	DP72401 – DP73480
745Li	DS51760 – DS54533

PROCEDURE

- Using the SSS loaded with CIP12.1 or later, perform **complete vehicle coding**. Refer to SI B09 05 01 "Coding, Individualization and Programming", Procedure E. Note that CIP will automatically reprogram all programmable control units that do not have the latest software.

LABEL INSTRUCTIONS

This Recall Campaign has been assigned code number **417**. After the vehicle has been checked and corrected if necessary, obtain a label (SD 92-253) and:

- emboss your BMW dealer warranty number in the middle of the label (1),
- punch out code number **417** (2) printed on the label and,
- affix the label to the **B** pillar as shown.

If the vehicle already has a label from a previous Service Action/Recall Campaign, affix the new label next to the old one. Do not affix one label on top of another one because a number from an underlying label could appear in the punched-out hole of the new label.

WARRANTY INFORMATION

Reimbursement for this Recall Campaign will be via Campaign Entry.

Defect Code	00 61 18 02 00
Work Package #1:	Coding/programming reimbursed via a different Technical Campaign.
Labor Operation:	00 55 643
Labor Allowance:	1 FRU
Work Package #2:	Coding/programming control units (Prior to retail delivery).
Labor Operation:	00 55 644
Labor Allowance:	13 FRU

Work Package #3: Coding/programming control units
(Vehicle already delivered to customer).

Labor Operation: 00 55 117

Labor Allowance: 14 FRU

Work Package #4: Coding/programming (including NAV
system) control units (Vehicle
already delivered to customer).

Labor Operation: 00 55 119

Labor Allowance: 17 FRU

Work Package #5: Coding/programming (including CAS) control
units (Vehicle already delivered to customer).

Labor Operation: 00 55 120

Labor Allowance: 16 FRU

Work Package #6: Coding/programming (including CAS and
NAV) control units (Vehicle already
delivered to customer).

Labor Operation: 00 55 121

Labor Allowance: 18 FRU

Note 1: Should the vehicle be affected at the same time by another repair in which programming of control units is also required, programming may be claimed only once.

Note 2: In the case where CIP requires the replacement of control modules, or additional programming because certain control modules failed to program correctly, print out the Measures Plan and Status Report/Final Report as described in the CIP programming procedure (B09 05 01), and attach these reports to the RO in the vehicle file. The Defect Code, Labor Operation, and Labor Allowance for this additional work should be selected from the KSD.

REFUELING COST (VEHICLE ALREADY DELIVERED TO CUSTOMER)

BMW of North America, LLC, will provide reimbursement to have the gas tank topped off once, as required, for each vehicle affected by this Recall Campaign. Attach the appropriate receipt to the work order.

Defect Code **85 99 00 66 NA** **Refuel vehicle**

Sublet: Actual cost to top off the fuel tank

Sublet code: 4

VALET COST (VEHICLE ALREADY DELIVERED TO CUSTOMER)

BMW of North America, LLC, will provide reimbursement for vehicle valet services (pick up & delivery) for each vehicle affected by this Recall Campaign. Attach the appropriate receipt to the work order.

Defect Code 99 99 77 77 NA **Valet Service**

Sublet: \$25.00

Sublet code: 4

RENTAL VEHICLES

Retailers participating in the Retailer Administered Customer Assistance Program and the BMW Service Loaner Car Program may self-authorize claims for reimbursement of rental costs from independent rental agencies in certain situations. For more details refer to SI B01 07 03.

ATTACHMENTS

view PDF attachment **B720604Letter.**

view PDF attachment **B720604TREAD.**

view PDF attachment **B720604Q&A.**

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July, 2004

Recall Campaign No. 04V-379: Driver's Seat Occupant Detection

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 7-Series vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

DESCRIPTION OF DEFECT

The defect involves the software programming of the driver's seat occupant detection system. Specifically, the system may not be able to reliably determine if the driver's seat is occupied. As a result, it is possible that in certain crash conditions, the driver's front air bag, head protection system, safety belt pre-tensioner, and knee air bag may not deploy. If this happened, occupant protection provided by these systems would not be possible.

Your vehicle can still be driven; however, do not leave this problem unattended.

PRECAUTIONS

- 1. CONTACT YOUR AUTHORIZED BMW CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. DRIVERS SHOULD ALWAYS FASTEN SAFETY BELTS PRIOR TO VEHICLE OPERATION.**
- 3. BMW recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.**
- 4. If you are not the only driver of this vehicle, please advise all other drivers of this important information.**

DESCRIPTION OF REPAIR

BMW will conduct a recall campaign to remedy the affected vehicles. Specifically, the driver's seat occupant detection system will be reprogrammed.

The repair will require approximately 1 day. This work will be performed *free of charge* by your Authorized BMW Center. Additional time may be required depending on the BMW center's scheduling and processing.

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 and Services 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

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 center. Expenses from repair facilities outside of the BMW center network will be considered; however, the procedure must meet BMW standards and use BMW Genuine Parts.

Your authorized BMW center 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 center 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 center be your primary contact on this issue; however, our Customer Relations 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 Department
BMW of North America, LLC
P.O. Box 1227
Westwood, NJ 07675-1227