

BMW Group

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778-215

February 21, 2005

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Associate Administrator for Enforcement
National Highway Traffic Safety Administration
400 Seventh Street, S.W.
Washington, DC 20590

OFFICE OF
DEFECTS INVESTIGATION

**Re: Recall Campaign – Fuel Pump
2004 BMW R1200GS Motorcycles**

OSV-082
(6 pages)

Dear Associate Administrator:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act of 1966 and 49 CFR Part 573.

Pursuant to Section 573.6(c) of the above, we submit the following information.

1. Manufacturer: Bayerische Motoren Werke AG (BMW AG)
Designated Agent: BMW of North America, LLC
Woodcliff Lake, New Jersey 07677
2. Make: BMW
Model Year / Model: 2004 / R1200 GS
Inclusive Dates of Manufacture: November 03, 2003 – June 29, 2004
3. The number of motorcycles potentially containing the defect is approximately 1,160.
4. The percentage of motorcycles estimated to actually contain the defect is less than three percent.
5. The defect involves the sealing of the fuel pump that is integrated within the fuel tank. Specifically, sealing against the environment is partially accomplished via an O-ring attached to the pump's electronic housing. However, O-ring circumference tolerance discrepancies can allow water to bypass this seal and contact the pump's electronic component. If this happened, engine stalling could occur. Over time, corrosion of the electronic component could occur, which might also lead to engine stalling.

The name, business address, telephone number and contact person of the manufacturer of the fuel pump unit is:

Siemens VDO Automotive AG
Fuel Supply Systems
Arminiusstr. 59
D-44149 Dortmund
Tel.: 49 23 11 76 75 51
Mr. Christoph Ochot

Company
BMW of North America, LLC
BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone
(201) 307-4000

Fax
(201) 782-0764

Website
bmwusa.com



6. BMW became aware of this matter as a result of a number of non-US field reports indicating either a non-starting, or a stalling engine. Most of these reports indicate a non-starting engine; however, some indicate the occurrence of engine stalling. Additionally, BMW has been made aware of one accident, without injury, that has occurred outside of the US with a claim of engine stalling.

Subsequent investigations and analyses resulted in an identification of the potential defect, as well as, a determination of the range of potentially affected motorcycles.

7. Not applicable.

8. BMW will conduct a recall campaign to remedy the affected motorcycles. Specifically, a sealing ring with a different profile and a smaller circumference will be installed. On motorcycles in which the fuel pump electronic unit exhibits evidence of corrosion, it will also be replaced. On motorcycles in which the fuel pump exhibits evidence of corrosion, it too will be replaced.

BMW expects to begin and complete dealer notification in February 2005, and owner notification in March 2005.

9. A copy of the Service Bulletin will be submitted when available.

10. A draft copy of the owner notification letter is attached.

11. Not applicable.

Sincerely,

A handwritten signature in black ink, appearing to read 'K. Ziwick', followed by a horizontal line extending to the right.

Karl-Heinz Ziwick
Vice President
Engineering US

Attachment

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

Customer Reimbursement for Safety Related Recall Repairs
Effective with Safety related recalls initiated January 15, 2003

The customer is encouraged to request reimbursement from their authorized BMW retailer. Alternatively, the customer may submit the request for reimbursement to the following address:

Customer Relations Department
BMW of North America, LLC
P.O. Box 1227
Westwood, NJ 07675-1227

In all cases:

- Repair expenses pertaining to the subject of the safety recall are reimbursable, not consequential expenses such as towing, rental, accommodations, damage repairs, etc.
- 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.
- 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.

The authorized BMW retailer will request a copy of the owner notification letter, as well as, a copy of the owner's previously paid invoice, and then inspect the vehicle (if still in the possession of the invoice holder) to determine the scope and quality of the previous repair. Claims shall be processed within 60 days of receipt.

DRAFT

March 2005

Recall Campaign No. 04V-xxx, R1200GS – Fuel Pump

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 R1200 GS motorcycles. Our records indicate that you are the owner of a potentially affected motorcycle.

We sincerely apologize for any inconvenience this may cause you.

DESCRIPTION OF DEFECT

The defect involves the sealing of the fuel pump that is integrated within the fuel tank. Specifically, an O-ring seal attached to the pump's electronic housing does not meet specifications. Because of this, water can bypass this seal and contact the pump electronics. If this happens, engine stalling, or a failure to start, could occur. Over time, corrosion of the fuel pump's electronic component could also occur, which might also lead to engine stalling or a failure to start.

If stalling were to occur, you would be unable to maintain speed or accelerate. Depending upon traffic and road conditions, and the rider's reactions, this could lead to a crash.

You may continue to ride your motorcycle; however, you must have the problem corrected promptly. Failure to observe the following precautions could increase the risk of a crash.

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 authorized BMW retailer to arrange for pickup and repair of the motorcycle.**
- 3. If engine stalling occurs while riding your motorcycle, you may be experiencing this problem. In this case 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

A sealing ring with a different profile and a smaller circumference will be installed on all affected motorcycles. On motorcycles in which the fuel pump electronic unit exhibits evidence of

corrosion, it will also be replaced. On motorcycles in which the fuel pump exhibits evidence of corrosion, it too will be replaced.

The actual repair may take up forty-five minutes, 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 motorcycle, 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 motorcycle, 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.

Again, we sincerely apologize for any inconvenience this may cause you.

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 07675-1227