



U.S. Department
of Transportation

400 Seventh Street, SW
Washington, DC 20590

**National Highway
Traffic Safety
Administration**

April 25, 2007

THOMAS C. BALOGA
GENERAL MANAGER, SAFETY ENGINEERING
AND INTELLIGENT TRANSPORTATION SYSTEMS
BMW OF NORTH AMERICA, LLC
BMW NORTH AMERICA, LLC 1 BMW PLAZA
MONTVALE NJ 07675-1866

NVS-215paw
07V-178

Subject: ODS/FMVSS 208

Dear MR. BALOGA:

This letter is to acknowledge your recent noncompliance information report. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:
BMW/6-SERIES/2007

NHTSA Campaign Number: 07V-178

Mfg's Report Date: April 13, 2007

Components: AIR BAGS:FRONTAL:SENSOR/CONTROL MODULE

Potential Number of Units Affected: 225

Summary:

CERTAIN PASSENGER VEHICLES FAIL TO CONFORM TO THE REQUIREMENTS OF FEDERAL MOTOR VEHICLE SAFETY STANDARD NO. 208, 'OCCUPANT CRASH PROTECTION.' THE FRONT PASSENGER SEAT HAS A SENSING SYSTEM TO DETECT IF THE SEAT IS OCCUPIED. THIS SENSING IS PROGRAMMED TO DETECT IF THE SEAT IS OCCUPIED BY A SMALL ADULT OR CERTAIN CHILD RESTRAINT SEATS. PLACING CERTAIN CHILD SEATS ON THE FRONT PASSENGER SEAT IS DESIGNED TO RESULT IN THE AUTOMATIC DEACTIVATION OF THE FRONT SEAT PASSENGER'S AIR BAG.

Consequence:

IN SOME CASES, THE SENSING SYSTEM MAY MISINTERPRET A PROPERLY SEATED SMALL ADULT AS ONE OF THESE SPECIFIC CHILD SEATS, RESULTING IN DEACTIVATION OF THE FRONT PASSENGER AIR BAG WHEN THE AIR BAG MIGHT BE BENEFICIAL FOR THE ADULT, INCREASING THE RISK OF INJURY IN A CRASH.

Remedy:

DEALERS WILL REPLACE THE FRONT PASSENGER SEAT SENSOR. THE RECALL IS EXPECTED TO BEGIN DURING MAY 2007. OWNERS MAY CONTACT BMW AT 1-800-831-1117.

Notes:

CUSTOMERS MAY CONTACT THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION'S VEHICLE SAFETY HOTLINE AT 1-888-327-4236 (TTY: 1-800-424-9153); OR GO TO [HTTP://WWW.SAFERCAR.GOV](http://www.safercar.gov).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

We have reviewed your proposed owner letter and it meets the requirements of Part 577.

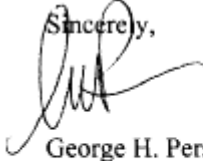
Please provide the following additional information and be reminded of the following requirements:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. As stated in your report, owner notification is expected to begin during May 2007. Therefore, the first quarterly report will be due on or before July 30, 2007.

Your contacts for this recall will be Pat Wallace or Delia Lopez, who may be reached by phone at 202-366-5232 or 202-366-9525 or by email at patricia.wallace@dot.gov or delia.lopez@dot.gov. We look forward to working with you for successful completion of this recall campaign.

Sincerely,

A handwritten signature in black ink, appearing to read 'G. Person', with a large, stylized flourish extending to the right.

George H. Person
Chief, Recall Management Division
Office of Defects Investigation
Enforcement