



U.S. Department  
of Transportation  
**National Highway  
Traffic Safety  
Administration**

1200 New Jersey Avenue SE  
Washington, DC 20590

*November 21, 2007*

JAN URBAHN  
GENERAL MANAGER  
SAFETY ENGINEERING AND  
INTELLIGENT TRANSPORTATION SYSTEMS  
BMW NORTH AMERICA, LLC  
1 BMW PLAZA  
MONTVALE NJ 07675-1866

NVS-215dgl  
07V-533

Subject: TIRE INFORMATION PLACARD/FMVSS 110

Dear MR. URBAHN:

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:**

MINI/COOPER /2007  
MINI/COOPER S/2007

**NHTSA Campaign Number:** 07V-533

**Mfg's Report Date:** November 6, 2007

**Components:** EQUIPMENT:OTHER:LABELS

**Potential Number of Units Affected:** 320

**Summary:**

CERTAIN CONVERTIBLE VEHICLES FAIL TO CONFORM TO THE REQUIREMENTS OF FEDERAL MOTOR VEHICLE SAFETY STANDARD NO. 110, "TIRE SELECTION AND RIMS." THE STANDARD REQUIRES THAT THE TIRE SIZE AND CORRESPONDING TIRE PRESSURE BE INDICATED ON THE LABEL AND THE LABEL DOES NOT CORRESPOND TO THE ACTUAL TIRES MOUNTED ON THE VEHICLE.

**Consequence:**

INCORRECT TIRE PRESSURE CAN CAUSE PREMATURE WEAR AND TIRE DAMAGE WHICH COULD LEAD TO UNFAVORABLE DRIVING CONDITIONS INCREASING THE RISK OF A CRASH.

**Remedy:**

OWNERS WILL BE PROVIDED WITH NEW TIRE INFORMATION PLACARDS AND INSTALLATION INSTRUCTIONS. AT THE CUSTOMER'S OPTION, A DEALER CAN INSTALL THE LABEL FOR THEM. THE RECALL IS EXPECTED TO BEGIN DURING NOVEMBER 2007. OWNERS MAY CONTACT MINI COOPER AT 1-866-275-6464.

**Notes:**

CUSTOMERS MAY ALSO 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 notification 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. Therefore, the first quarterly report will be due on or before 30 days after the close of the calendar quarter.

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](mailto:Patricia.wallace@dot.gov), [Delia.lopez@dot.gov](mailto:Delia.lopez@dot.gov), or through the office email at [RMD.ODI@dot.gov](mailto:RMD.ODI@dot.gov). We look forward to working with you for successful completion of this recall campaign.

Sincerely,



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