

# BMW Group

November 6, 2007

RECEIVED  
2007 NOV. - 20 AM 11:00  
DEFECTS INVESTIGATION  
RECALL MGMT DIV.

Mr. Daniel Smith  
Associate Administrator for Enforcement  
National Highway Traffic Safety Administration  
1200 New Jersey Ave., S.E.  
Washington, DC 20590

07V-533  
(7 Pages)

**RE: Recall Campaign – Tire Information Placard  
2007 MINI Cooper / Cooper S - Convertible**

Dear Mr. Smith:

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), we submit the following information.

- Manufacturer: Bayerische Motoren Werke AG (BMW AG)

Designated Agent: BMW of North America, LLC  
Woodcliff Lake, NJ 07677
- Make: MINI

<u>Model Year / Model</u>	<u>Inclusive dates of manufacture</u>
2007 / MINI Cooper / Cooper - Convertible	March 2, 2007 – August 13, 2007
- The number of vehicles affected is 320.
- The percentage of vehicles estimated to actually contain the defect is 100%.
- The noncompliance involves the FMVSS 110 Tire Information Placard. Specifically, the tire size and pressure on the placard does not correspond to the actual tires mounted on the vehicle. The tire information placard refers to tires of size 195/55 R16 and pressure of 30 psi, while the affected vehicles were equipped with tires of size 205/45 R17 and pressure of 35 psi.
- Not applicable.
- BMW became aware of this matter as a result of quality control procedures. Due to a problem within an information processing system, the tire information placard for one specific tire/rim combination on certain vehicles did not contain the actual tire size and pressure for those mounted on the vehicle. Upon further review, it became apparent that a non-compliance with FMVSS 110 existed.

Subsequent analyses resulted in a determination of the range of potentially affected vehicles.

**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



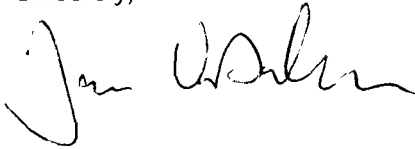
BMW is not aware of any accidents or injuries that have occurred as a result of this issue.

8. BMW will conduct a recall campaign to remedy the affected vehicles. Specifically, customer notification letters, containing a new tire information label and installation instructions, will be mailed to all affected customers. The letter will provide the customer with the option of affixing the new tire information label to the vehicle, or, at the customer's option, of bringing the vehicle to an Authorized MINI Dealer in order to have the dealer perform the installation.

BMW expects to begin and complete dealer and owner notification in November 2007.

9. Not applicable.
10. A copy of the Service Bulletin will be submitted when available.
11. A draft copy of the owner notification letter is attached.
12. Not applicable.

Sincerely,

A handwritten signature in black ink, appearing to read "Jan Urbahn". The signature is fluid and cursive, with a large initial "J" and a long, sweeping underline.

Jan Urbahn  
General Manager  
Safety Engineering and Intelligent Transportation Systems

Attachment

TREAD ACT CUSTOMER REIMBURSEMENT PLAN  
(MINI, a Division of 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 MINI dealer. Alternatively, the customer may submit the request for reimbursement to the following address:

Customer Relations and Services Department  
MINI Division  
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 MINI dealer network will be considered; however, the procedure must meet MINI standards.
- When MINI 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 MINI are not eligible for reimbursement.
- Taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.
- MINI will not reimburse for prior repairs that did not utilize MINI Genuine Parts.

The authorized MINI dealer 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

**Date**

## **Recall Campaign No. 07V-XXX: Tire Information Label**

Dear MINI 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 certain Model Year 2007 MINI Cooper / Cooper S - Convertible vehicles fail to conform to Federal Motor Vehicle Safety Standard No. 110 (Tire selection and rims). Our records indicate that you are the owner of a potentially affected vehicle.

We sincerely apologize for any inconvenience this may cause you.

### **DESCRIPTION OF PROBLEM**

The problem involves the vehicle's tire information label which can be viewed when the driver's door is opened. The standard requires that the tire size and corresponding tire pressure be indicated on the label. On your vehicle, the label does not correspond to the actual tires mounted on your vehicle. However, the correct information is listed in your vehicle's Owners Manual.

**Your vehicle can still be driven. However, do not leave this problem unattended. Too low or too high tire pressure can cause premature wear and/or tire damage, and could lead to unfavorable driving conditions.**

**Should you need to adjust the tire pressure, please consult your vehicle's Owners Manual for the correct pressure based upon your vehicle's specific tire size. You will find the tire size stamped on the sidewall of the tire.**

### **DESCRIPTION OF REPAIR**

Enclosed with this letter is a new tire information label along with instructions for you to affix the label to your vehicle.

**In the interest of safety, please install the new label as soon as possible.**

If you do not wish to perform this yourself, you may bring your vehicle to an Authorized MINI Dealer who will perform this service for you *free of charge*. The label installation should take approximately 15 minutes.

### **OTHER INFORMATION**

**We recommend that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.**

Should you need MINI Roadside Assistance during operation of your vehicle, they may be reached at 1-866-646-4772.

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 MINI Dealer.**

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

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 MINI Customer Relations and Services at 1-866-ASK-MINI (1-866-275-6464), or via Email at [MINI.Assistance@askminiusa.com](mailto:MINI.Assistance@askminiusa.com).

If the MINI Dealer 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, 1200 New Jersey Ave., S.E., Washington, DC 20590, call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

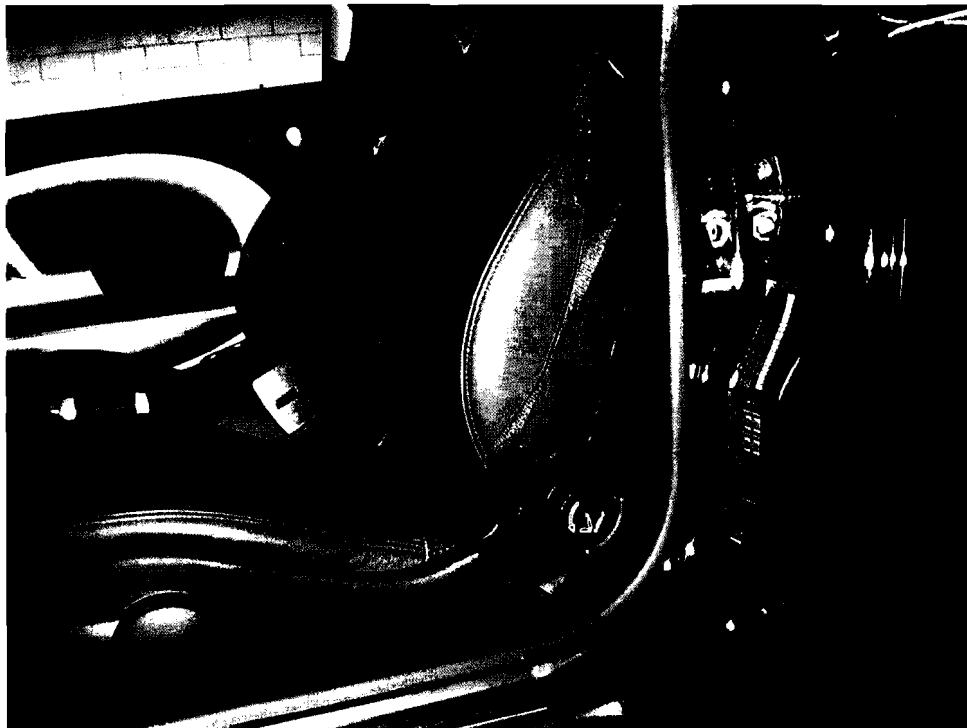
MINI, a Division of BMW OF NORTH AMERICA, LLC

## Recall Campaign No. 07V-xxx: Tire Information Label Installation Instructions

In order to save you a trip to an Authorized MINI Dealer to have the correct label installed, you may perform the required steps below yourself.

To install the label on your car:

- Open the driver's door and locate the Tire Information Label as shown below.



- Wipe off the label with a clean, dry cloth.
- Fold back a corner of the enclosed sheet containing the new label, and peel off the label.
- Carefully place the new label directly over the one on the car, and press it firmly into place.

If you do not wish to perform this yourself, you may bring your car and the label to an Authorized MINI Dealer, and they will perform the work at no charge.

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

Please contact your authorized MINI dealer if you have paid for the repair described in this letter, and you would like to be considered for reimbursement. Expenses from repair facilities outside of the MINI dealer network will be considered; however, the procedure must meet MINI standards.

Your authorized MINI dealer will request a copy of this 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 MINI, a Division of BMW of North America, LLC for reimbursement.

Please note the following:

- Only a repair that is the subject of this safety recall is reimbursable, not consequential expenses such as towing, rental, accommodations, damage repairs, etc.
- When MINI 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 MINI are not eligible for reimbursement.
- Taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.

We anticipate that your authorized MINI dealer 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 MINI dealer be your primary contact on this issue; however, our Customer Relations and Services Department may be contacted at 1-866-275-6464 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  
MINI Division  
BMW of North America, LLC  
P.O. Box 1227  
Westwood, NJ 07675-1227