

July 14, 2008

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



08V-342  
(6 Pages)

**Re: Recall Campaign**  
**Steering damper**  
**2007 BMW F800 S, F800 ST**  
**2007 BMW R1200 R**  
**2007 BMW K1200 S, K1200 R, K1200 R Sport, K1200 GT**

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) of the above, we submit the following information.

- |    |                            |   |
|----|----------------------------|---|
| 1. | <u>Manufacturer:</u>       | Bayerische Motoren Werke AG (BMW AG)  |
|    | <u>Designated Agent:</u>   | BMW of North America, LLC<br>Woodcliff Lake, New Jersey 07677                                       |
| 2. | <u>Make:</u>               | BMW   |
|    | <u>Model Year / Model:</u> | 2007 / F800 S, F800 ST<br>2007 / R1200 R<br>2007 / K1200 S, K1200 R<br>2007 K1200 R Sport, K1200 GT |

**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

Inclusive Dates of Manufacture:

F800 S	(Mar 28, 2007 – May 03, 2007)
F800 ST	(Mar 26, 2007 – May 05, 2007)
R1200 R	(Mar 26, 2007 – May 04, 2007)
K1200 S	(Apr 02, 2007 – May 10, 2007)
K1200 R	(Apr 02, 2007 – May 11, 2007)
K1200 R Sport	(Apr 02, 2007 – May 12, 2007)
K1200 GT	(Apr 02, 2007 – May 12, 2007)

- The number of motorcycles containing the problem is approximately 39 F800 S, 92 F800 ST, 60 R1200 R, 59 K1200 S, 25 K1200 R, 91 K1200 R Sport and 62 K1200 GT models.
- The percentage of motorcycles estimated to actually contain the problem is 1%.
- The problem involves the steering damper. It is possible for the coating to separate from the inside face of the steering damper housing. If this happened, the coating



could partially clog the oil bores within the damper. If this occurred, the steering damper could become stiff.

The name, business address, telephone number, and contact person of the steering damper is:

Müller Präzision  
Herr Erwin Bucher  
0049 – (0) 9971 486-120  
Frühlingsstraße 16  
93413 Cham

6. BMW became aware of this matter as a result of a limited number of non-US field reports.

Subsequent investigations and analyses resulted in a determination of the specific problem and the range of potentially affected motorcycles.

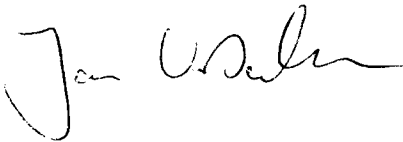
BMW has not received any reports, and is otherwise not aware, of any accidents or injuries as a result of this problem.

7. Not applicable.
8. BMW will conduct a recall campaign to remedy the affected motorcycles. Specifically, affected motorcycles will have the steering damper replaced.

BMW expects to begin and complete dealer and owner notification in July 2008.

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,



Jan Urbahn  
General Manager  
Safety Engineering and Intelligent Transportation Systems

Attachment

DRAFT

July 2008

Recall Campaign No. 08V-xxx, F800 S, F800 ST, R1200 R, K1200 S, K1200 R, K1200 R Sport, K1200 GT

### **Steering damper**

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 2007 BMW F800 S, F800 ST, R1200 R, K1200 S, K1200 R, K1200 R Sport and K1200 GT 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 problem involves the steering damper. It is possible for the coating to separate from the inside face of the steering damper housing. If this happened, the coating could partially clog the oil bores within the damper. If this occurred, the steering damper could become stiff.

**You must have this problem corrected promptly. Failure to observe the following precautions, in conjunction with traffic and road conditions, and the rider's reactions, could increase the risk of a crash.**

### **PRECAUTIONS FOR YOUR SAFETY**

- 1. PLEASE CONTACT YOUR AUTHORIZED BMW MOTORCYCLE DEALER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. Should you need BMW Motorcycle Roadside Assistance, they can be reached at 1-877-680-2176.**
- 3. If you are not the only rider of this motorcycle, please advise all other riders of this motorcycle of this important information.**

### **DESCRIPTION OF REPAIR**

BMW will perform a recall campaign to remedy the affected motorcycles. Specifically, affected motorcycles will have the steering damper replaced.

The actual repair may take up to one-half hour; however additional time may be required depending upon the BMW motorcycle dealer's scheduling and processing. This work will be performed *free of charge* by your Authorized BMW motorcycle dealer.

## **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 motorcycle dealer.**

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 by telephone at 1-800-831-1117, or by email at [CustomerService@bmwmotorcycles.com](mailto:CustomerService@bmwmotorcycles.com).

If the BMW motorcycle 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>.

BMW OF NORTH AMERICA, LLC

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 motorcycle dealer. Alternatively, the customer may submit the 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

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 motorcycle dealer 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 motorcycle 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.

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

Your authorized BMW motorcycle dealer 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 motorcycle 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 BMW motorcycle dealer 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