



November, 2008

Recall Campaign No. 08V-384: Front Passenger Seat Occupant Detection Mat, Recall and Warranty Coverage Extension

Dear BMW Owner:

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

BMW has decided that a defect which relates to motor vehicle safety exists in certain Model Year 2004-2006 X3 vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

DESCRIPTION OF ISSUE

The issue involves the front passenger seat occupant detection mat. Specifically, there have been some instances where, depending on the manner and frequency of the front passenger's entry and exit, small cracks have developed in the mat. If this occurs, the front passenger air bags, with the exception of the head protection system, will be deactivated and the air bag warning lamp, as well as the passenger air bag "on-off" lamp, will be illuminated. In this situation, the front passenger air bags will not deploy, even if a sufficiently severe accident would occur and occupant protection, provided by the system, would not be possible.

DESCRIPTION OF REPAIR

BMW will repair the front passenger seat sensor mat so that no cracks can develop in the mat. If cracks occur prior to this rework, the mat will be replaced (refer to Precaution No. 1).

PLEASE CONTACT YOUR AUTHORIZED BMW CENTER IMMEDIATELY TO HAVE THE NECESSARY REWORK PERFORMED AS SOON AS POSSIBLE.

Company
BMW of North America, LLC

BMW Group Company

Mailing Address
PO Box 1227
Westwood, NJ
07675-1227

Telephone
(800) 525-7417

Fax
(201) 930-8362

E-mail
customerrelations@
bmwna.com

Website
bmwna.com

The actual rework may take up to 3 hours; however, additional time may be required, depending upon the BMW center's scheduling and processing. This work will be performed free of charge by your authorized BMW center.

PRECAUTIONS

- 1. If the air bag warning lamp and the passenger air bag "on-off" lamp are illuminated, please have the vehicle checked and serviced without delay, as described in the Owner's Manual.**
- 2. As a precaution, if the air bag warning lamp and simultaneously the passenger air bag "on-off" lamp are illuminated, BMW recommends not to use the front passenger's seat until the vehicle has been serviced.**
- 3. BMW recommends that you and all occupants always wear safety belts.**
- 4. Please advise all other drivers and passengers of this vehicle of this important information.**

OTHER INFORMATION

Warranty Coverage Extended:

In the interest of customer satisfaction, BMW OF NORTH AMERICA, LLC is extending the warranty coverage of the vehicle for defects that may occur for this specific front passenger seat occupant detection mat issue on your vehicle to 10 years, starting from the date of first retail sale or the date the vehicle was first placed in service as a demonstrator or company vehicle, whichever is earlier, without mileage limit. Under terms of this extended warranty coverage, BMW will cover all necessary repair costs related to defects in the front passenger seat occupancy detection mat.

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, please forward this notice to your lessee, as required by Federal law.

If you have already had this repair performed at your own expense, please see the attachment regarding possible eligibility for reimbursement.

We sincerely apologize for this inconvenience. If you have any questions, please consult your authorized BMW center, or you can contact BMW of North America, LLC, through our website at www.bmwusa.com or by calling Customer Relations and Services at (800) 525-7417.

If the BMW center is unable to remedy the defect without charge or within a reasonable period of time, you may notify the Administrator of the National Highway Traffic Safety Administration, 1200 New Jersey Ave. S.E., Washington, D.C. 20590, or 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

BMW



August 2009

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