



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

1200 New Jersey Avenue SE
Washington, DC 20590

December 15, 2009

NVS-215dgl
09V-474

MR. JAN URBAHN
GENERAL MANAGER, SAFETY ENGINEERING
AND INTELLIGENT TRANSPORTATION SYSTEMS
BMW OF NORTH AMERICA, LLC
PO BOX 1227
WESTWOOD, NJ 07675-1227

SUBJECT: TIRE LABEL/FMVSS 110

DEAR MR. URBAHN:

This letter serves to acknowledge BMW of North America LLC's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety noncompliance with Federal Motor Vehicle Safety Standard No. 110, "Tire Selection and Rims," in the products described below for which a safety recall campaign shall be conducted pursuant to Federal law.

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/2010
MINI/COOPER S/2010

Mfg's Report Date: December 4, 2009

NHTSA Campaign Number: 09V-474

Components: EQUIPMENT: OTHER: LABELS

Potential Number of Units Affected: 205

Summary:

BMW IS RECALLING CERTAIN MODEL YEAR 2010 MINI COOPER AND COOPER S VEHICLES FOR FAILING COMPLY WITH THE REQUIREMENTS OF FEDERAL MOTOR VEHICLE SAFETY STANDARD NO. 110, "TIRE SELECTION AND RIMS." THE AFFECTED VEHICLES WERE EQUIPPED WITH 17 INCH WHEELS, BUT THEIR LABEL STATES THAT THEY WERE EQUIPPED WITH 16 INCH WHEELS. ALSO THE TIRE PRESSURE STATED ON THE LABEL FOR THE COOPER S IS INCORRECT.

Consequence:

ERRONEOUS TIRE INFORMATION COULD LEAD TO IMPROPER TIRE FITMENT AND INFLATION WHICH COULD AFFECT THE DURABILITY OF THE TIRE AND THE STABILITY OF THE VEHICLE, INCREASING THE RISK OF A CRASH.

Remedy:

DEALERS WILL MAIL TO CONSUMERS THE CORRECTED LABEL OR THE CUSTOMER WILL HAVE THE OPTION FOR DEALERS TO INSTALL THE LABEL FREE OF CHARGE. THE RECALL IS EXPECTED TO BEGIN DURING DECEMBER 2009. OWNERS MAY CONTACT BMW AT 1-800-831-1117.

Notes:

OWNERS 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 letter and it meets the requirements of 49 CFR Part 577, however we would like to add a risk, i.e., "A misprinted label could lead to improper vehicle loading specifications or tire inflation which could result in a tire failure, increasing the risk of a crash."

The information in your defect report appears to satisfy the requirements of 49 CFR 573.6.

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

Please provide us with the quantity of vehicles involved for this recall.

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 close of the calendar quarter.

Your contact for this recall will be Delia Lopez who may be reached by phone at 202-366-9525, or by email at Delia.lopez@dot.gov, or through the office email at RMD.ODI@dot.gov. We look forward to working with you toward a successful completion of this recall campaign.

Sincerely,

A handwritten signature in black ink, appearing to be 'G. Person', with a long horizontal line extending to the right.

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