

December 4, 2009

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



09V-474  
(3 Pages)

**RE: Recall Campaign – Tire Pressure Label  
2010 MINI Cooper & Cooper S**

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.

1. Manufacturer: Bayerische Motoren Werke AG (BMW AG)  
Designated Agent: Jan Urbahn  
BMW of North America, LLC  
Woodcliff Lake, NJ 07677
  
2. Make: MINI  

<u>Model Year / Model</u>	<u>Inclusive dates of manufacture</u>
2010 / MINI Cooper	August 19, 2009 – October 9, 2009
2010 / MINI Cooper S	August 19, 2009 – October 9, 2009
  
3. The number of vehicles affected is approximately 205.
  
4. The percentage of vehicles estimated to actually contain the problem is believed to be 100%.
  
5. The issue involves the vehicle's tire pressure label. Specifically, the affected vehicles were equipped with 17-inch wheels, but the label states that the vehicles were equipped with 16-inch wheels. Therefore, the tire label does not conform to FMVSS 110. For the Cooper S, the label indicates tire pressure for the 16-inch wheels, although it is not thought to affect safety of the vehicle.
  
6. BMW became aware of this matter through its quality control analyses and processes. With the release of the 17-inch wheels for the 2010 MINI Cooper and Cooper S, a simultaneous release of the corresponding 17-inch tire pressure labels did not occur. As a result, some of the vehicles received a label stating that they were equipped with 16-inch wheels. Subsequent investigations and analyses resulted in a determination of the problem, as well as, the number 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) 571-5479

**Website**  
bmwusa.com



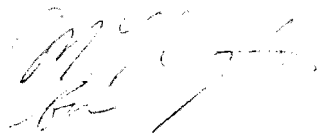
BMW has not received any reports, nor is BMW otherwise aware of any accidents or injuries related to this issue.

7. Not applicable.
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 December 2009.

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

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.