

# MINI



March 2010

## Recall Campaign No. 09V-474: Tire Pressure 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 2010 MINI Cooper and Cooper S 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 DEFECT**

The issue involves the tire pressure label on your MINI. Specifically, your MINI was equipped with 17-inch wheels, but the label states that the MINI was equipped with 16-inch wheels. On MINI Cooper S vehicles, the tire pressure contained on the label is incorrect; however, it is correct in your Owner's Manual.

**You may continue to drive your vehicle; however, you must have this problem corrected immediately.**

**For MINI Cooper S owners, should you need to adjust the tire pressure, please consult your vehicle's Owner's 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.**

### **PRECAUTIONS**

- 1. MINI recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.**
- 2. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

### **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.

r  
A  
if  
Y  
s  
7  
J  
7  
e  
ni  
4  
ix  
:4  
ill  
m  
te  
m

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**

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

**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:

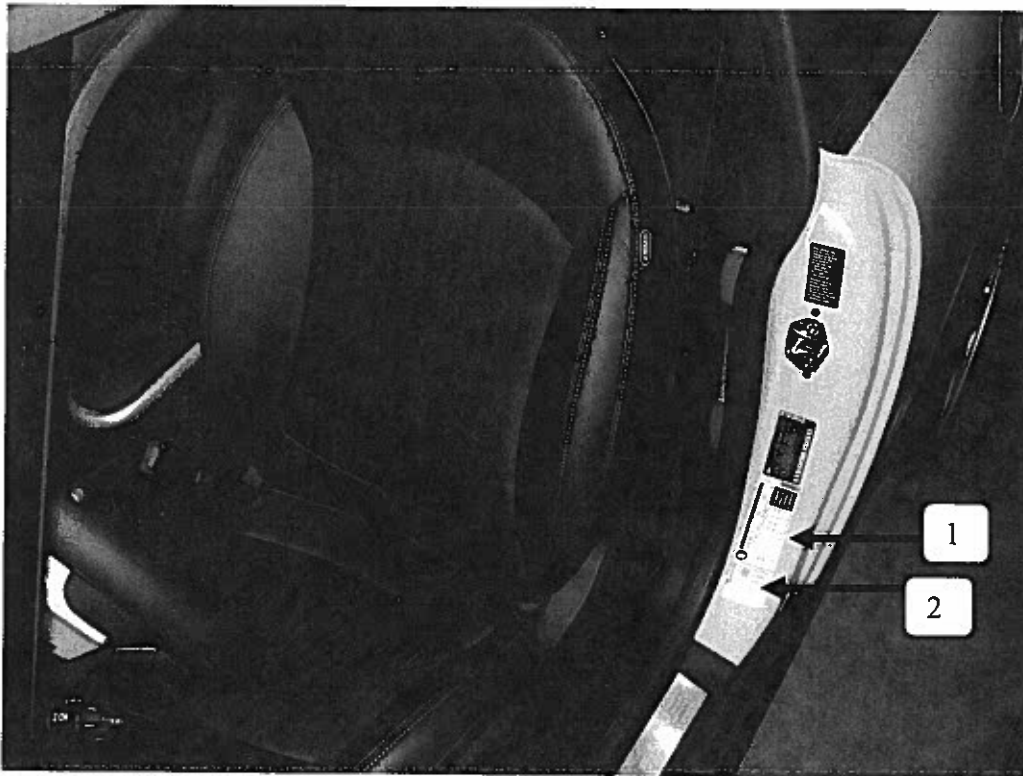
Customer Relations and Services Department  
MINI Division  
BMW of North America, LLC  
P.O. Box 1227  
Westwood, NJ 07675-1227

## Recall Campaign No. 09V-474: 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 white Tire Information Label, as shown below (item 1).



- 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.
- Repeat the procedure for the smaller yellow label (item 2).

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.