



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

1200 New Jersey Avenue SE  
Washington, DC 20590

February 19, 2010

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

NVS-215dgl  
10V-047

SUBJECT: TIRE PRESSURE LABEL

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:**

BMW/7-SERIES/2009-2010  
BMW/550i GRAN TURISMO/2010

**Mfg's Report Date:** January 29, 2010

**NHTSA Campaign Number:** 10V-047

**Components:** EQUIPMENT OTHER LABELS

**Potential Number of Units Affected:** To be provided

**Summary:**

BMW IS RECALLING CERTAIN MODEL YEAR 2009-2010 7-SERIES AND MODEL YEAR 2010 550i GRAND TURISMO VEHICLES FOR FAILING TO COMPLY WITH THE REQUIREMENTS OF FEDERAL MOTOR VEHICLE SAFETY STANDARD NO. 110 "TIRE SELECTION AND RIMS." THESE VEHICLE'S ARE EQUIPPED WITH A TIRE PRESSURE LABEL INDICATING THAT THE VEHICLE'S SEATING CAPACITY IS FIVE (5) PASSENGERS. THE ACTUAL SEATING CAPACITY IS FOUR (4) PASSENGERS. THE TIRE SIZE, TIRE PRESSURE, AND VEHICLE CAPACITY WEIGHT ON THE LABEL ARE CORRECT.

**Consequence:**

THE TIRE LABEL DOES NOT CONFORM TO FMVSS 110.

**Remedy:**

BMW HAS NOT YET PROVIDED A REMEDY OR AN OWNER NOTIFICATION SCHEDULE FOR THIS CAMPAIGN. 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.

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.

You are required to provide an estimated date including month, day, and year, when you will send notifications to owners, dealers, and distributors as soon as it becomes available.

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, 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](mailto:Delia.lopez@dot.gov), or through the office email at [RMD.ODI@dot.gov](mailto: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 flourish extending to the right.

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