



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

1200 New Jersey Avenue SE
Washington, DC 20590

June 3, 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-215kjs
10V-233

SUBJECT: INCORRECT 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," for which a safety recall campaign will be conducted pursuant to Federal law for the vehicles listed below.

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/X5 SAV/2011
BMW/X6 SAV/2011

Mfg's Report Date: May 28, 2010 **NHTSA Campaign Number:** 10V-233

Components: EQUIPMENT:OTHER:LABELS

Potential Number of Units Affected: To be provided

Summary:

BMW IS RECALLING CERTAIN MODEL YEAR 2011 X5 SAV AND X6 SAV PASSENGER VEHICLES MANUFACTURED FROM APRIL 1 THROUGH MAY 8, 2010. THE TIRE LABEL DOES NOT CONFORM TO THE REQUIREMENTS OF FEDERAL MOTOR VEHICLE SAFETY STANDARD NO. 110, "TIRE SELECTION AND RIMS." THE VEHICLES ARE EQUIPPED WITH 20-INCH WHEELS, BUT THE LABEL STATES THAT THE VEHICLES WERE EQUIPPED WITH 19-INCH WHEELS AND THE STATED TIRE PRESSURE IS INCORRECT FOR THE EQUIPPED WHEELS.

Consequence:

IMPROPER TIRE INFLATION CAN RESULT IN PREMATURE TIRE FAILURE OR REDUCED VEHICLE HANDLING PERFORMANCE, EITHER OF WHICH CAN INCREASE THE RISK OF A CRASH.

Remedy:

BMW WILL NOTIFY OWNERS AND PROVIDE CORRECT LABELS FREE OF CHARGE. THE OWNER WILL HAVE THE OPTION TO AFFIX THE LABEL THEMSELVES OR THEY MAY TAKE THEIR VEHICLE TO A BMW DEALER WHO WILL AFFIX THE LABEL FOR THEM AT NO COST. THE MANUFACTURER HAS NOT YET PROVIDED THE AGENCY WITH A NOTIFICATION SCHEDULE. OWNERS MAY CONTACT BMW AT 1-800-525-7417.

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 noncompliance 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 Kelly Schuler, who may be reached by phone at 202-366-5227, by email at Kelly.Schuler@dot.gov, or through the office email at RMD.ODI@dot.gov. We look forward to working with you for the successful completion of this recall campaign.

Sincerely,

A handwritten signature in blue ink, appearing to read "G. Person".

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