



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

1200 New Jersey Avenue SE
Washington, DC 20590

June 10, 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-254

SUBJECT: SOUND INSULATION BELT RETRACTOR UNIT

DEAR MR. URBAHN:

This letter serves to acknowledge BMW of North America, Inc.'s (BMW) notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall campaign which 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/1 SERIES/2008-2011

Mfg's Report Date: June 8, 2010

NHTSA Campaign Number: 10V-254

Components: SEAT BELT: FRONT: RETRACTOR

Potential Number of Units Affected: To be provided

Summary:

BMW IS RECALLING CERTAIN MODEL YEAR 2008-2011 1-SERIES VEHICLES. IN A CRASH OF SUFFICIENT SEVERITY, DEPLOYMENT OF THE FRONT PRE-TENSIONER AND LOAD-LIMITER OCCURS.

Consequence:

THE INSULATION AROUND THE PRE-TENSIONER COULD IGNITE.

Remedy:

THE MANUFACTURER HAS NOT YET PROVIDED A REMEDY OR AN OWNER NOTIFICATION SCHEDULE FOR THIS CAMPAIGN. 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).

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:

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.

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

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, 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 read 'G. Person', with a long horizontal flourish extending to the right.

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