

January 29, 2010

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

**RE: Recall Campaign – Tire Pressure Label  
2009-10 7-Series, 2010 550i Gran Turismo  
Initial Report**

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(b) of the above, we are submitting the following information pertaining to Section 573.6(c)(1), (c)(2), and (c)(5).

1. Manufacturer: Bayerische Motoren Werke AG (BMW AG)

Designated Agent: Jan Urbahn  
BMW of North America, LLC  
Woodcliff Lake, New Jersey 07677

2. Make: BMW

Model Year / Model Inclusive Dates of Manufacture

2009-10 / 7-Series	Nov. 10, 2008 – Nov. 26, 2009
2010 / 550i Gran Turismo	Jul. 24, 2009 – Nov. 26, 2009

5. The issue involves the vehicle's tire pressure label. Specifically, affected vehicles are equipped with a tire pressure label indicating that the vehicle's seating capacity is five (5) passengers. However, the actual seating capacity is four (4) passengers. Therefore, although the tire size, tire pressure, and vehicle capacity weight on the label are correct, the tire label does not conform to FMVSS 110.

In accordance with 49 CFR 573.6(b), further information will be provided to NHTSA as it becomes available.

Sincerely,



Jan Urbahn  
General Manager  
Safety Engineering and Intelligent Transportation Systems

**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