

BMW Group

July 8, 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
2011 X5 SAV, X6 SAC
Supplemental 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.

Please note that this is to supplement our May 28, 2010 report which, in accordance with Section 573.6(b), contained information pertaining to Section 573.6(c)(1), (c)(2), and (c)(5).

Pursuant to Section 573.6(c), we submit the following information.

- Manufacturer:** Bayerische Motoren Werke AG (BMW AG)
Designated Agent: Jan Urbahn
BMW of North America, LLC
Woodcliff Lake, NJ 07677

- Make:** BMW

| <u>Company</u> | <u>Model Year / Model</u> | <u>Inclusive dates of manufacture</u> |
|--|---------------------------|---------------------------------------|
| BMW of North America, LLC BMW Group Company | 2011 / X5 SAV, X6 SAC | Apr 1, 2010 – May 8, 2010 |

- 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
- The number of vehicles affected is approximately 296.
- The percentage of vehicles estimated to actually contain the problem is believed to be 100%.
- The issue involves the vehicle's tire pressure label. Specifically, the affected vehicles were equipped with 20-inch wheels, but the label states that the vehicles were equipped with 19-inch wheels. Therefore, the label does not conform to FMVSS 110. Although the label indicates tire pressure for 19-inch wheels, it is not thought to affect safety of the vehicle.
- BMW became aware of this matter in mid-May through its quality control analyses and processes. Due to an information systems error, labels containing information for 19-inch wheels were allocated to vehicles equipped with 20-inch-wheels. Subsequent investigations and analyses resulted in a determination of the problem, as well as, the number of potentially affected vehicles. On May 26, 2010, BMW



decided to conduct a voluntary safety recall. Accordingly, BMW submitted its initial defect report to NHTSA on May 28, 2010.

BMW has not received any reports, nor is BMW otherwise aware of any accidents or injuries related to this issue.

7. Not applicable.
8. BMW will conduct a recall campaign to remedy the affected vehicles. Specifically, customer notification letters, containing a new tire information label and installation instructions, will be mailed to all affected customers. The letter will provide the customer with the option of affixing the new tire information label to their vehicle or, at the customer's option, bringing their vehicle to a dealer in order to have the service performed.

BMW expects to begin and complete dealer and owner notification in July 2010.

9. Not applicable.
10. A copy of the Service Bulletin will be submitted when available.
11. A draft copy of the owner notification letter is attached.
12. Not applicable.

Sincerely,



Jan Urbahn
General Manager
Safety Engineering and Intelligent Transportation Systems

Attachment