

June 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
Sound Insulation / Belt Retractor Unit
2008-11 BMW 1-Series
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: 2008-11 / 1-Series
Inclusive Dates of Manufacture: Dec. 1, 2007 – May 27, 2010
5. In a crash of sufficient severity, deployment of the front pre-tensioner and load-limiter occurs. In rare circumstances, it is possible that the insulation around the pre-tensioner could ignite.

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

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