

July 21, 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  
Fuel Level Sensor  
2010-11 BMW 5-Series, 5-Series 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), and in addition c(3).

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|----|--|---|
| 1. | <u>Manufacturer:</u>   | Bayerische Motoren Werke AG (BMW AG)  |
|    | <u>Designated Agent:</u>   | Jan Urbahn<br>BMW of North America, LLC<br>Woodcliff Lake, New Jersey 07677 |
| 2. | <u>Make:</u>   | BMW   |
|    | <u>Model Year / Model:</u>   | 2010-11 / 5-Series, 5-Series Gran Turismo                                   |
|    | <u>Inclusive Dates of Manufacture:</u>   | Jan. 12, 2010 – Jul. 1, 2010  |
| 3. | The number of vehicles affected is approximately 6,080.  |   |
| 5. | The issue involves the vehicle's fuel level sensor within the fuel tank. A lever that is a part of the sensor could become wedged against the tank. If this happened, the fuel gauge in the instrument cluster would display a larger amount of fuel than was actually in the tank. As a result, if the tank became empty, stalling would occur. |   |

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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