

October 26, 2010

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

10V-518
(1 Page)

**Re: Recall Campaign
Fuel Pump
2008 BMW X5 SAV
Initial Report**

Dear Mr. Harris:

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) and c(6).

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 X5 SAV (6-cylinder engine)
Inclusive Dates of Manufacture: Nov. 1, 2007 – Aug. 31, 2008
3. The number of vehicles affected is approximately 20,800.
5. The issue involves the vehicle's fuel pump. Due to a manufacturing process fault, the fuel pump was not produced to specifications. As a result, under specific vehicle operating conditions, the fuel pump's commutator could experience an increase in wear. This could lead to a malfunction of the fuel pump. Ultimately, vehicle stalling could occur.
6. BMW has not received any reports, nor is BMW otherwise aware, of any accidents or injuries related to this issue.

Company
BMW of North America, LLC

BMW Group Company

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PO Box 1227
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07675-1227

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07677-7731

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(201) 307-4000

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bmwusa.com

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

