

Schuler, Kelly (NHTSA)

From: Martin.Rapaport@bmwna.com
Sent: Friday, November 12, 2010 3:38 PM
To: RMD.ODI, RMD.ODI (NHTSA)
Subject: 10V-518 Dealer Message

10V-518 Dealer Message.

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From: Broadcast Messaging System [<mailto:noreply@bmwna.com>]
Sent: Tuesday, October 26, 2010 12:06 PM
To: BMS Message Monitors
Subject: BMW to Conduct Voluntary Emissions and Safety Recalls

Publish Date: October 26, 2010
From: Technical Service
Expiration Date: November 09, 2010

DCSnet Message
Urgent

Subject: **BMW to Conduct Voluntary Emissions and Safety Recalls**

BMW to Conduct Voluntary Emissions and Safety Recalls

- **Emissions recall affects models equipped with twin-turbo inline six-cylinder engines**
- **Safety recall affects X5 Sports Activity Vehicles equipped with inline six-cylinder engines**

BMW of North America has notified the US Environmental Protection Agency (EPA) of its intent to conduct a voluntary recall of some model year 2007-2010 BMWs equipped with twin-turbo inline six-cylinder engines, all of which feature BMW's High Precision Injection direct fuel injection system. It has also asked for approval from the California Air Resources Board to conduct this action. Affected vehicles may experience a failure of the high-pressure fuel pump.

Symptoms include long-crank engine starting times along with the illumination of the "Service Engine Soon" light. In certain cases, the driver may experience reduced engine performance in a Safe Mode accompanied by a tone and the display of an "Engine Malfunction" warning, if the vehicle is equipped with iDrive.

Based on the individual service history of the vehicle, the action will entail replacement of the high-pressure fuel pump and/or a software update.

Approximately 130,000 vehicles are potentially affected with about 40,000 expected to require a new high pressure fuel pump. Affected BMW models include:

- Model Year 2007–2010 335i models
- Model Year 2008–2010 135i, 535i and X6 xDrive35i Sports Activity Coupes
- Model Year 2009 – 2010 Z4 Roadster sDrive35i

In a separate action, BMW has notified the National Highway Traffic Safety Administration (NHTSA) that it will voluntarily recall approximately 20,800 MY 2008 X5 Sports Activity Vehicles equipped with normally-aspirated inline six-cylinder engines to replace the low-pressure fuel pump. In this case, should the fuel pump experience a failure, the engine will stop running and the driver will lose power assist for the steering and brakes although both the steering and the brakes remain operational.

Letters will be sent by First Class mail to owners of affected vehicles in the coming weeks, requesting

the scheduling of a service appointment with an Authorized BMW Center to have the update performed.

No injuries have been reported.

In the case of either issue, if a customer experiences a problem, they should contact their authorized BMW Center. Customers with additional questions should contact BMW Customer Relations at 1-800-563-4269 or email CustomerRelations@bmwusa.com.

Thank you.

BMW of North America, LLC

Dealer Communications

Attachments:

No Attachments

Recipients: BMW Passenger Cars, CC-All
BMW Passenger Cars, All Offerings, All Regions, All Areas, Service, All
BMW Passenger Cars, All Offerings, All Regions, All Areas, Sales, All
BMW Passenger Cars, All Offerings, All Regions, All Areas, Parts, All