

**September, 2010**

**Recall Campaign No. 10V-233: Tire Pressure Label**

Dear BMW Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

BMW AG has decided that certain model year 2011 X5 Sports Activity Vehicles and X6 Sports Activity Coupe vehicles fail to conform to Federal Motor Vehicle Safety Standard No. 110 (Tire Selection and Rims). Our records indicate that you are the owner of a potentially affected vehicle.

We sincerely apologize for any inconvenience this may cause you.

**DESCRIPTION OF DEFECT**

The issue involves the tire pressure label on your vehicle. Specifically, your vehicle was equipped with 20-inch wheels, but the label states that it was equipped with 19-inch wheels. The tire pressure contained on the label is incorrect; however, it is correct in your Owner's Manual.

**You may continue to drive your vehicle; however, you must have this problem corrected immediately.**

Should you need to adjust the tire pressure, please consult your vehicle's Owner's Manual for the correct pressure based upon your vehicle's specific tire size. You will find the tire size stamped on the sidewall of the tire.

**PRECAUTIONS**

1. BMW recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.
2. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.

**DESCRIPTION OF REPAIR**

Enclosed with this letter is a new tire information label, along with instructions for you to affix the label to your vehicle.

**Please install the new label as soon as possible.**

If you do not wish to perform this yourself, you may bring your vehicle to an authorized BMW SAV Center, which will perform this service for you free of charge. The label installation should take approximately 15 minutes.

**OTHER INFORMATION**

**Should you need BMW Roadside Assistance, they can be contacted at 1-800-332-4269.**

If you are no longer the owner of this vehicle, we would appreciate your furnishing us with the name and address of the new owner, using the enclosed postage-paid card.

If you are a lessor of this vehicle, federal regulations require you to forward this notice to your lessee.

If you have already had this repair performed at your own expense, please see the attachment regarding possible eligibility for reimbursement.

**Should you have any questions about this campaign, please contact your authorized BMW SAV Center.**

Again, we sincerely apologize for any inconvenience this may cause you.

We appreciate your confidence in our product, and we wish to do everything we can to retain your confidence. Should you need additional assistance, you may contact BMW Customer Relations and Services at 1-800-525-7417, or via Email at [CustomerRelations@bmwusa.com](mailto:CustomerRelations@bmwusa.com).

If the BMW SAV Center is unable to remedy the defect without charge or within a reasonable period of time, you may notify the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590; call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

BMW OF NORTH AMERICA, LLC