



August 2010

**Recall Campaign No. 10V-254: Sound Insulation/Front Safety Belt Retractor Unit**

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 a defect which relates to motor vehicle safety exists in certain Model Year 2008-2011 1 Series vehicles. 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 PROBLEM**

The issue involves the sound insulation and the front safety belt retractor unit within the vehicle's side trim panel just behind each front seat. In rare circumstances, insulation near the retractor could be ignited in a severe accident after activation of the retractor.

**You may continue to drive your vehicle; however, for the safety of the driver and the passengers, you must have the problem corrected immediately.**

**PRECAUTIONS FOR YOUR SAFETY**

- 1. CONTACT YOUR AUTHORIZED BMW CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. BMW recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.**
- 3. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

**DESCRIPTION OF REPAIR**

Vehicles produced up through December 2009 will receive new front safety belt retractor units and a modification to the sound insulation near the units; vehicles produced between January 2010 and May 2010 will receive a modification to the sound insulation near the units.

The actual repair will require approximately two hours; however, additional time may be required depending on the BMW center's scheduling and processing. This work will be performed free of charge by your authorized BMW center.

Company  
BMW of North America, LLC

BMW Group Company

Mailing Address  
PO Box 1227  
Westwood, NJ  
07675-1227

Telephone  
(800) 525-7417

Fax  
(201) 930-8362

E-mail  
CustomerRelations@  
bmwusa.com

Website  
bmwusa.com

**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 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 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

**TREAD ACT CUSTOMER REIMBURSEMENT PLAN**  
**(BMW of North America, LLC)**

If you have paid for the repair described in the attached letter, and you would like to be considered for reimbursement, please contact your authorized BMW center. Expenses from repair facilities outside of the BMW center network will be considered; however, the procedure must meet BMW standards and use BMW Genuine Parts.

Your authorized BMW center will request a copy of your owner notification letter, as well as, a copy of your previously paid invoice, and then inspect the vehicle (if it is still in your possession) prior to submitting a claim on your behalf to BMW of North America, LLC for reimbursement.

Please note the following:

- Only a repair that is the subject of this safety recall is reimbursable. Consequential expenses such as towing, rental, accommodations, damage repairs, etc will not be reimbursed.
- When BMW Genuine Parts are used, the Manufacturers Suggested Retail Price (MSRP) will be considered as the guideline for reasonable charges.
- Expenses for repairs performed more than 10 days after the date of the last owner notification letter sent by BMW are not eligible for reimbursement.
- Taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.
- BMW will not reimburse for prior repairs that did not utilize BMW Genuine Parts.

We anticipate that your authorized BMW center will be able to answer any questions that you may have regarding your qualifications for reimbursement of a previous repair. If you qualify for such a reimbursement, they will also be able to advise you of the manner in which you could receive reimbursement.

We recommend that your authorized BMW center be your primary contact on this issue; however, our Customer Relations Department may be contacted at 1-800-525-7417 for any special assistance that you may require.

Alternatively, you may submit your request for reimbursement to the following address:

Customer Relations Department  
BMW of North America, LLC  
P.O. Box 1227  
Westwood, NJ 07675-1227