

## Schuler, Kelly (NHTSA)

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**From:** Martin.Rapaport@bmwna.com  
**Sent:** Friday, August 26, 2011 2:29 PM  
**To:** RMD.ODI (NHTSA)  
**Subject:** Upcoming Recall Campaign - 2009 BMW X5 xDrive 35d Fuel Filter Heater - Dealer Communication System message

Dealer Communication System message.

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**From:** Broadcast Messaging System [mailto:noreply@bmwna.com]  
**Sent:** Monday, August 22, 2011 4:18 PM  
**To:** DL-BMS\_Message\_Monitors  
**Subject:** Upcoming Recall Campaign - 2009 BMW X5 xDrive 35d Fuel Filter Heater

Publish Date: August 22, 2011  
From: Technical Service  
Expiration Date: September 05, 2011

DCSnet  
Message  
**Important**

Subject: **Upcoming Recall Campaign - 2009 BMW X5 xDrive 35d Fuel Filter Heater**

To: BMW Dealer Principals, Service Managers, Sales Managers

BMW of North America, LLC is announcing a recall to correct a potential problem on certain 2009 X5 xDrive 35d vehicles equipped with the M57 diesel engine.

The recall involves the Fuel Filter Heater (FFH) unit, which is used for warming the diesel fuel during low outside temperatures. Further details are found below. A Service Information bulletin will be issued in the next few weeks, containing all the information required to perform the recall.

Any new or pre-owned 2009 X5 xDrive 35d produced between October 1, 2008 and June 12, 2009, currently in dealer inventory, should be held until this safety recall can be completed. Until the recall can be performed, if one of these vehicles needs the battery charged for any reason, charge the battery with the battery disconnected from the vehicle's electrical system (see SI B61 11 09).

**Note: Do not recharge the battery from the service port under the hood.**

We have prepared a list of Questions and Answers which should address most inquiries our customers may have. Please provide and discuss this information with your staff.

Thank you for your cooperation,

BMW of North America, LLC

### Recall Q&A

#### Diesel Fuel Filter Heater

**Q1. Which models are affected by this recall?**

Affected are Model Year 2009 BMW X5 xDrive 35d (X5 Diesel) Sports Activity Vehicles (SAVs) produced between October 1, 2008 and June 12, 2009.

**Q2. What is the specific problem?**

The issue involves the Fuel Filter Heater (FFH) unit, which is used for warming up the diesel fuel at low outside temperatures. A short-circuit could develop within the unit, draining the vehicle's battery.

In most cases, it would not be possible to start the vehicle due to a dead battery.

However, in a rare case, the unit could overheat and eventually lead to a vehicle fire.

**Q3. Why are other models not affected?**

It has been determined that vehicles produced between October 1, 2008 and June 12, 2009 have an FFH unit containing the problem.

**Q4. How many models are affected?**

Approximately 2,100 models in the US are potentially affected.

**Q5. What can happen as a result of this issue?**

In most cases, this would lead to a dead battery, and the inability to start the engine.

In rare cases, the unit could overheat, which eventually could lead to a vehicle fire.

**Q6. Can the driver become aware of the problem?**

If the owner cannot start the vehicle, the vehicle may be experiencing this problem.

**Q7. Which corrective measures will be taken?**

The fuel filter heater (FFH) unit will be replaced.

**Q8. How did BMW become aware of the problem?**

BMW became aware of the problem through its quality control procedures.

**Q9. Is BMW aware of any accidents or injuries associated with the recall?**

No.

**Q10. Can customers continue to drive their vehicles?**

Yes, but we recommend that owners of affected vehicles, who will receive a letter asking them to schedule an appointment with their authorized BMW center, do so as soon as possible.

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

If you are not the only driver of this vehicle, please advise all other drivers of this important information.

**Q11. How will customers be informed of the recall?**

Owners of affected vehicles will receive a letter via First Class mail asking them to schedule an appointment with their authorized BMW center.

**Q12. How will the recall be performed?**

Affected customers who make an appointment will have the fuel filter heater (FFH) unit replaced on their vehicle.

**Q13. How long will the repair take?**

This repair may take up to two hours; however, additional time may be required, depending upon the center's scheduling and processing. The repair will be performed free of charge by your authorized BMW center.

**Q14. How many models have experienced this problem?**

The exact number is unknown at this time.

**Q15. When will I receive my owner notification letter?**

Mailings are planned for early October 2011.

**Q16. Do I have to wait for my recall letter in order to have my recall performed?**

Yes. BMW is in the process of implementing the recall campaign to ensure that the necessary parts are at the authorized BMW center prior to sending out the owner notification letters.

**Q17. I see the "TREAD Act Customer Reimbursement Plan" attached to my letter. Can you explain what that is about? Am I eligible for reimbursement?**

If you have already had this repair performed at your own expense, you may be eligible for reimbursement of certain expenses that you incurred. (Note to Customer Relations: Please review and refer to the "TREAD Act Customer Reimbursement Plan" when speaking with the customer.)

Attachments:

No Attachments

Recipients:

BMW SAV (Light Trucks), All Offerings, All Regions, All Areas, All Departments, All Personnel  
BMW Passenger Cars, All Offerings, All Regions, All Areas, All Departments, All Personnel