

MINI



April 2012

Recall Campaign No. 12V-008: Electric Auxiliary Water Pump

Dear MINI 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 2007-11 MINI Cooper S and Model Year 2009-11 MINI John Cooper Works 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 electric auxiliary water pump on your vehicle. The pump helps cool the engine by conducting heat away from the engine's turbocharger. The pump can overheat or fail. This could lead to a smoldering of the pump. An engine compartment or vehicle fire could occur. Please note that this could happen even in cases in which the ignition is off.

Do not leave this problem unattended. Please take note of and observe the following precautions.

PRECAUTIONS FOR YOUR SAFETY

- 1. CONTACT YOUR AUTHORIZED MINI DEALER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. In some cases, a plastic burning smell or burning and/or smoke from the front of the vehicle may be noticed. Should any of these warnings occur, pull off the road to a safe location away from traffic, and switch off the engine. If you notice a plastic burning smell or burning and/or smoke from the front of the vehicle, do not open the hood. All occupants should carefully exit the vehicle and move to a location away from traffic. Do not continue to drive your vehicle. Contact MINI Roadside Assistance at 1-866-646-4772 immediately to have your vehicle brought to the nearest authorized MINI dealer.**
- 3. MINI recommends parking your vehicle outdoors until repairs have been performed.**
- 4. MINI recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.**
- 5. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

Company
MINI USA
A division of
BMW Group Company

Mailing Address
PO Box 1227
Westwood, NJ
07675-1227

Telephone
(866) ask-mini
275-6464

Fax
(201) 930-8484

E-mail
MINI.Assistance@askminiusa.com

Website
www.miniusa.com

DESCRIPTION OF REPAIR

The electric auxiliary water pump on your vehicle will be replaced.

The actual repair will require approximately 1 hour; however, additional time may be required depending on the MINI dealer's scheduling and processing. This work will be performed free of charge by your authorized MINI dealer.

OTHER INFORMATION

Should you need MINI Roadside Assistance during operation of your vehicle, they may be reached at 1-866-646-4772.

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 within ten days.

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 MINI dealer.

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 MINI Customer Relations and Services at 1-866-ASK-MINI (1-866-275-6464) or via email at MINI.Assistance@askminiusa.com

If the MINI dealer 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>.

MINI, a Division of BMW OF NORTH AMERICA, LLC

TREADACT CUSTOMER REIMBURSEMENT PLAN
(MINI, a Division of BMW of North America, LLC)

Please contact your authorized MINI dealer if you have paid for the repair described in this letter, and you would like to be considered for reimbursement. Expenses from repair facilities outside of the MINI dealer network will be considered; however, the procedure must meet MINI standards.

Your authorized MINI dealer will request a copy of this 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 MINI, a Division of BMW of North America, LLC for reimbursement.

Please note the following:

- Only a repair that is the subject of this safety recall is reimbursable, not consequential expenses such as towing, rental, accommodations, damage repairs, etc.
- The Manufacturer's Suggested Retail Price (MSRP) for MINI Genuine Parts 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 MINI are not eligible for reimbursement.
- Taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.

We anticipate that your authorized MINI dealer 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 MINI dealer be your primary contact on this issue; however, our Customer Relations and Services Department may be contacted at 1-866-275-6464 for any special assistance that you may require.

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

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

Please note, if you choose to submit a request for reimbursement to the Customer Relations and Services department, your vehicle will still need to be inspected (if it is still in your possession) at an authorized MINI dealer before a claim can be submitted for consideration. This is to ensure that prior repairs associated with this recall completed at an outside facility meet MINI standards.