

March 2013

Recall Campaign No. 12V-502: Rollaway

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 2005-2008 7 Series vehicles equipped with the Comfort Access option. Our records indicate that you are the owner of a potentially affected vehicle.

We sincerely apologize for any inconvenience this may cause you.

Please note that we had informed you of this matter by letter in December 2012, and indicated that the updated software necessary for your vehicle was not yet available. In our December 2012 letter, we stated that we would inform you when that software was available, and to schedule a visit with your authorized BMW center at that time. With this letter, we are pleased to inform you that the updated software is now available, and we encourage you to schedule an appointment with your authorized BMW center as soon as possible.

DESCRIPTION OF PROBLEM

This Recall involves the keyless ignition system of vehicles equipped with the Comfort Access option. When Parking (P) a vehicle in Comfort Access mode (the key has NOT been inserted into the key slot on the vehicle's instrument panel), drivers may inadvertently press the Start/Stop button more than once and in rapid succession. Pressing the Start/Stop button in this fashion may trigger an "emergency mode"¹ and cause the transmission to automatically shift to Neutral (N), not Park (P). If the driver did not notice this shift to Neutral (N), and opened the door to exit the vehicle, audible and visual warning signals would be activated to alert the driver that the transmission is still in Neutral (N). If these warnings are ignored or are not noticed and the vehicle is left in Neutral (N), it could roll away and strike a person or property, causing personal injuries and/or property damage.

BMW is reminding all owners that the Start/Stop button should only be pressed one time when either starting or stopping the vehicle. Otherwise if the vehicle is operating in Comfort Access mode (the key has NOT been inserted into the key slot on the

¹ Emergency mode will shut off the engine, shift the transmission to Neutral and allow the vehicle to be towed or pushed after coming to rest.

vehicle's instrument panel), the transmission could shift to Neutral instead of Park if the Start/Stop button is pressed more than once and in rapid succession.

DESCRIPTION OF REPAIR

The repair consists of an update to the vehicle's software.

PRECAUTIONS FOR YOUR SAFETY

Failure to observe the following precautions could increase the risk of vehicle rollaway and may cause personal injury.

- 1. When parking your vehicle:**
 - **Press the engine Start/Stop button only once to turn off the engine.**
 - **Confirm that the transmission is in Park ("P").**
 - **Please always use the parking brake before exiting the vehicle.**



Even on what may appear to be a level parking surface, any vehicle left in Neutral (N) without using the parking brake can roll away.

Pay attention to any audible warning sounds or visual symbols coming from your vehicle, such as a gong or message on your dashboard.

- 2. Please consult your Owner's Manual for further information. You may also contact BMW Customer Relations and Services at 1-800-525-7417, or via email at CustomerRelations@bmwusa.com.**
- 3. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

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 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 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.

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 recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.

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 your payment 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 repair procedure must meet BMW standards.

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.
- The Manufacturer's Suggested Retail Price (MSRP) for BMW 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 BMW are not eligible for reimbursement.
- Taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.

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 and Services Department may be contacted at 1-800-831-1117 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
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 BMW center 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 BMW standards.