



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

1200 New Jersey Avenue SE  
Washington, DC 20590

September 19, 2013

Dr. Sam Campbell  
Department Head-Safety Engineering  
BMW of North America, LLC  
P.O. Box 1227  
Westwood, NJ 07677

NVS-215KS  
13V-407

**Subject:** Tail light Failure

Dear Dr. Campbell:

This letter serves to acknowledge BMW of North America, LLC's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

**Makes/Models/Model Years:**

BMW/528I/2008-2010  
BMW/535I/2008-2010  
BMW/550I/2008-2010  
BMW/M5/2008-2010

**Mfr's Report Date:** September 10, 2013

**NHTSA Campaign Number:** 13V-407

**Components:**

EXTERIOR LIGHTING:TAIL LIGHTS

**Potential Number of Units Affected:** 134,100

**Problem Description:**

BMW is recalling certain model year 2008 through 2010 528i, 535i, 550i, and M5 passenger cars manufactured from March 1, 2007, through December 31, 2009. Over time, increased resistance at the taillight electrical contact points may cause damage to the ground terminal and housing of the connector resulting in an intermittent or permanent loss of functionality of one or more rear lamp functions (tail, brake, turn-signal, reverse).

**Consequence:**

Intermittent light operation reduces the ability to warn other motorists of the driver's intentions, increasing the risk of a crash.

**Remedy:**

BMW will notify owners, and dealers will replace the rear lamp bulb carriers free of charge. The recall is expected to begin during October 2013. Owners may contact BMW customer relations at 1-800-525-7417 or email BMW at CustomerRelations@bmwusa.com.

**Notes:**

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to [www.safercar.gov](http://www.safercar.gov).



We note that your report states that BMW does not believe that an unreasonable risk to motor vehicle safety exists. However, this statement has no force or effect in terms of BMW's obligation to undertake and complete the recall and NHTSA does not agree with it.

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

On August 20, 2013, NHTSA announced new changes to the requirements governing safety recalls. Some of these requirements take effect as early as October 2013. Please ensure your company will be in compliance with each requirement on, or before, its respective effective date. For a summary of the requirements and their effective dates please click on the "New!" link at <http://www.safercar.gov/Vehicle+Manufacturers>.

Your contact for this recall will be Kelly Schuler who may be reached by phone at (202) 366-5227, or by email at [kelly.schuler@dot.gov](mailto:kelly.schuler@dot.gov) or through the office email at [rmd.odi@dot.gov](mailto:rmd.odi@dot.gov). We look forward to working with you.

Sincerely,

Jennifer Timian  
Chief, Recall Management Division  
Office of Defects Investigations  
Enforcement