

**RECEIVED**

By Recall Management Division at 5:59 am, Sep 11, 2013

**VIA CERTIFIED MAIL, RETURN RECEIPT REQUESTED, AND EMAIL**

September 10, 2013

Ms. Nancy Lewis  
Associate Administrator for Enforcement  
National Highway Traffic Safety Administration  
1200 New Jersey Ave., S.E.  
Washington, DC 20590

**Re: Recall Campaign  
Rear Lamp Bulb Carrier  
2008-2010 BMW 5 Series Sedan**

Dear Ms. Lewis:

BMW has decided to conduct a voluntary recall in accordance with the requirements of 49 CFR Parts 573 and 577. Although BMW does not believe that an unreasonable risk to motor vehicle safety exists in the subject vehicles, we are taking these steps based upon the precedent set by recall 11V-438 for Model Year 2002-2005 3 Series tail lamps.

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act of 1966 and 49 CFR Part 573.

Pursuant to Section 573.6(c), we submit the following information.

- |                                                             |                                                                                                                                                                                                                           |
|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><u>Manufacturer:</u></p> <p><u>Designated Agent:</u></p> | <p>Bayerische Motoren Werke AG (BMW AG)</p> <p>Samuel Campbell, III<br/>Department Head, Safety Engineering and ITS<br/>BMW of North America, LLC<br/>200 Chestnut Ridge Rd. (Bldg. 150)<br/>Woodcliff Lake, NJ 07677</p> |
|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
- |                                                                                                     |                                                                                                      |
|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| <p><u>Make:</u></p> <p><u>Model Year / Model:</u></p> <p><u>Inclusive Dates of Manufacture:</u></p> | <p>BMW</p> <p>2008-2010 / 5 Series Sedan (including M5)</p> <p>March 1, 2007 – December 31, 2009</p> |
|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
- The number of vehicles affected is approximately 134,100.
- The percentage of vehicles estimated to contain the condition is 15%.
- This recall involves the rear lamp bulb carrier of Model Year 2008-2010 5 Series sedans. Model Year 2008 was the introduction of a mid-life cycle update of the 5 Series, which included a tail light assembly redesign. In conjunction with aging and environmental influences, the material combination of the bulb carrier's connector and housing can experience a resistance increase at the electrical contact points. This could potentially lead to damage of the ground terminal and housing of the

**Company**  
BMW of North America, LLC

BMW Group Company

**Mailing address**  
PO Box 1227  
Westwood, NJ  
07675-1227

**Office address**  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ  
07677-7731

**Telephone**  
(201) 307-4000

**Fax**  
(201) 571-5479

**Website**  
bmwusa.com



connector. As a result, an intermittent or permanent loss of functionality of one or more rear lamp functions (tail, brake, turn-signal, reverse) could occur. If this condition were to occur, visual and audible warnings would be provided to the driver, and the unaffected rear lamp and center high mounted stop lamp would display redundant lamp functions to the driver of a following vehicle.

The name, business address, telephone number, and contact person of the supplier, and country of origin of the component, is:

HELLA LEUCHTEN SYSTEME GMBH  
Matthias Korinth  
DEPARTMENT HCC VA 41  
Rixbecker Str. 75  
Lippstadt, D-59552  
Germany  
Tel. +49 (0) 2941 38 7749  
Cell Phone +49 (0) 172 2377594  
Email Matthias.Korinth@hella.com

Country of Origin – Germany

6. Shortly after the introduction of the Model Year 2008 5 Series sedan, warranty claims pertaining to bulb outages of the rear lamps were received in the US market. BMW analyzed the warranty claims and initiated an engineering process to improve the quality of the rear lamp.

In April 2008, as a quality enhancement, BMW updated the rear lamp's connector. The update lengthened the ground pin within the rear lamp's bulb carrier connector housing to improve the contact between it and the wiring harness mating socket connector. BMW continued to monitor the market.

In February 2009, a field report was received pertaining to an overheating condition of the rear lamp's bulb carrier on a Model Year 2008 5 Series sedan produced in June 2008 after the introduction of the ground pin length modification. Although an extensive analysis was conducted, it was not clear as to whether or not the bulb carrier's connector was the root cause. No further field reports were received for approximately one year.

In the first quarter of 2010, two (2) field reports were received pertaining to an overheating condition of the rear lamp's bulb carrier. Both field reports pertained to Model Year 2008 5 Series sedans produced in July 2007 (before the modification to the ground pin length). In April 2010, another similar field report was received, also pertaining to a Model Year 2008 5 Series sedan produced in July 2007. Therefore, at that time, this information suggested that the issue pertained to vehicles produced before the modification of the ground pin length. The market continued to be monitored. No further field reports were received for approximately 18 months.

In November 2011, a field report was received pertaining to an overheating condition of the rear lamp's bulb carrier on a Model Year 2009 5 Series sedan produced in November 2008 after the introduction of the ground pin length modification.

Beginning in early 2012, as a result of the second field report pertaining to a vehicle produced with the longer ground pin, further reviews and analyses of the field

information were conducted. Additional analyses of consumer complaints and warranty claims were conducted. Engineering reviews pertaining to the rear lamp bulb carrier were performed. By the fourth quarter of 2012, it was suggested that a further quality improvement might be prudent but, at that time, the type of enhancement was not yet determined. The issue continued to be reviewed, and additional information continued to be examined.

In the first half of 2013, it was decided that a redesigned bulb carrier, released as a spare part, would be appropriate to improve performance. In July 2013, a modified rear lamp bulb carrier, consisting of an integrated secondary ground cable, was introduced as a spare part. Discussions also took place pertaining to possible additional actions within the US market.

Production and manufacturing records were examined in order to determine the number and production range of potentially affected vehicles.

On September 3, 2013, BMW decided to conduct a voluntary recall.

BMW has not received any reports, nor is BMW otherwise aware, of any accidents or injuries related to this issue.

7. Not applicable.
8. On affected vehicles, the rear lamp bulb carrier will be replaced by a new version containing an integrated secondary ground connection.

BMW expects to begin and complete dealer notification in September 2013. BMW expects to begin and complete owner notification in October 2013.

9. Not applicable.
10. A copy of the Service Bulletin will be submitted when available. A draft copy of the owner notification letter will be submitted when available.
11. Not applicable.

Sincerely,

BMW of NORTH AMERICA, LLC



Sam Campbell  
Department Head  
Safety Engineering and Intelligent Transportation Systems