

VIA CERTIFIED MAIL, RETURN RECEIPT REQUESTED, AND EMAIL

November 14, 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
 Instrument Panel
 2013 BMW X3 SAV**

Dear Ms. Lewis:

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.

- | | | |
|----|---|--|
| 1. | <u>Manufacturer:</u> | Bayerische Motoren Werke AG (BMW AG) |
| | <u>Designated Agent:</u> | Samuel Campbell, III
Department Head, Safety Engineering and ITS
BMW of North America, LLC
200 Chestnut Ridge Rd. (Bldg. 150)
Woodcliff Lake, NJ 07677 |
| 2. | <u>Make:</u> | BMW |
| | <u>Model Year / Model</u> | <u>Inclusive Dates of Manufacture</u> |
| | 2013 / X3 xDrive 28i/35i | Feb. 11, 2013 – Feb. 27, 2013 |
| 3. | The number of vehicles affected is 3. | |
| 4. | The percentage of vehicles estimated to contain the condition is 100%. | |
| 5. | This recall involves the front air bag on the passenger side. Due to a production process error at the instrument panel supplier, the tear seam on the panel was not manufactured correctly. If an accident were to occur in which deployment of the front air bag on the passenger side was necessary, the tear seam may not properly separate from the instrument panel. If this were to occur, the air bag could deploy within the instrument panel housing. If this happened, insufficient restraint would be provided to the front passenger increasing the risk of injury. Additionally, parts could separate | |

Company

BMW of North America, LLC

BMW Group Company

Mailing addressPO 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

from the air bag system and become a hazard within the occupant compartment, leading to an injury.

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

Magna Exteriors and Interiors
Mr. Peter Goguen
Vice President of Operations
39600 Lewis Drive, Suite 3000
Novi, Michigan, 48377, USA
Tel.: 248.567.4685
Fax: 248.567.5370
Email: peter.goguen@magna.com

Country of Origin: USA

6. On October 10, 2013, BMW received a report of an accident in China showing an unusual deployment of the front passenger air bag. The report suggested that the front passenger air bag did not deploy properly.

BMW immediately initiated an engineering investigation. Initial examination showed that the air bag did not deploy through the defined tear seam on the instrument panel. As further testing and analyses were necessary, the instrument panel was shipped to BMW's labs in Germany.

Further testing and analyses revealed that the instrument panel was produced without a score line in the upper PVC skin material of the panel.

In consultation with the instrument panel supplier, further analyses of component production traceability data confirmed that there was a manual override by an operator during instrument panel production. Specifically, the override resulted in the skin material being released to the next production step without a score line.

Component production records were examined in order to determine the number, and build dates, of potentially affected parts.

Vehicle manufacturing and supplier production records were examined in order to determine the number, and production dates, of potentially affected vehicles.

On November 7, 2013, BMW decided to conduct a voluntary recall.

BMW is aware of one accident, in China, without a report of injury.

7. Not applicable.
8. On affected vehicles, the instrument panel will be replaced.

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

9. Not applicable.
10. A copy of the Service Bulletin will be submitted when available. Customers will be contacted by telephone. If BMW finds that a notification letter is necessary, a draft copy will be submitted to NHTSA for review and approval prior to mailing.
11. Not applicable.

Sincerely,

BMW OF NORTH AMERICA, LLC

A handwritten signature in black ink, appearing to read 'scampbell', written in a cursive style.

Sam Campbell
Department Head
Safety Engineering and Intelligent Transportation Systems