



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

1200 New Jersey Avenue SE
Washington, DC 20590

August 29, 2014

Mr. Francis Dance
Safety Integrity and Recall Manager
BMW of North America, LLC
P.O. Box 1227
Woodcliff Lake, NJ 07677

NVS-215KS
14V-422

Subject: Front Passenger Air Bag Non-Deployment

Dear Mr. Dance:

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/I3/2014
MINI/COOPER/2014

Mfr's Report Date: July 11, 2014

NHTSA Campaign Number: 14V-422

Components:

AIR BAGS:FRONTAL

Potential Number of Units Affected: 27

Problem Description:

BMW of North America, LLC (BMW) is recalling certain model year BMW I3 vehicles manufactured March 31, 2014, and 2014 Mini Cooper Hardtop vehicles manufactured February 2, 2014 to May 30, 2014. The affected vehicles may have been manufactured with a Takata air bag inflator that was not assembled correctly. This could cause the air bag to not deploy in the event of an accident.

Consequence:

If the air bag fails to deploy in the event of a crash necessitating deployment of the air bags, the seat occupant may be at an increased risk of injury.

Remedy:

BMW will notify owners, and dealers will replace the front passenger side air bag, free of charge. The recall began July 2014. Owners may contact BMW customer service at 1-800-831-1117.

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.

Please be reminded of the following requirements:

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.

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 or through the office email at rmd.odi@dot.gov. We look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Timian". The signature is fluid and cursive, with a large initial "J" and a long horizontal stroke at the end.

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