



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

1200 New Jersey Avenue SE  
Washington, DC 20590

December 15, 2014

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

NVS-215SM  
14V-721

**Subject:** Seatback may Fold in Rear Impact Crash

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:**

MINI/COOPER/2015

**Mfr's Report Date:** November 6, 2014

**NHTSA Campaign Number:** 14V-721

**Components:**

SEATS

**Potential Number of Units Affected:** 846

**Problem Description:**

BMW of North America, LLC (BMW) is recalling certain model year 2015 MINI Cooper Hardtop 2 Door vehicles manufactured August 12, 2014, to September 2, 2014. In the affected vehicles, the driver and front passenger seatback adjustment mechanism may not be fully engaged.

**Consequence:**

If the the seatback adjustment mechanism is not fully engaged, the seatback may fold during a rear impact collision, increasing the risk of injury to the seat occupant.

**Remedy:**

BMW will notify owners, and dealers will re-align and re-tighten the seatback adjustment mechanisms, free of charge. The recall is expected to begin in December 2014. Owners can contact BMW customer service at 1-866-825-1525.

**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 have received BMW's proposed owner notification letter and we have approved its distribution.

Please be reminded of the following requirements:

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.

Your contact for this recall will be Sarah Mcshane who may be reached by phone at 202-366-7401, or by email at [sarah.mcshane@dot.gov](mailto:sarah.mcshane@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,

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

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