

IMPORTANT SAFETY RECALL

This notice applies to your vehicle, [INSERT VIN]

November 2014

Recall Campaign No. 14V-428: Front Passenger Air Bag
Recall Campaign No. 14V-348: Front Driver Air Bag

Dear BMW Owner / Lessee:

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

BMW AG has decided that a defect, which relates to motor vehicle safety, exists in certain Model Year 2000 – 2006 BMW 3 Series vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

IMPORTANT NOTICE

In our September 2014 letter, we informed you of Recall Campaign 14V-428, and stated that parts for your vehicle were not available. We also stated that we would inform you when parts were available, and to schedule a visit with your authorized BMW center at that time. We are pleased to inform you that parts are now available, and we encourage you to schedule an appointment with your authorized BMW center as soon as possible.

In addition, as part of Recall Campaign 14V-348, BMW will replace your driver's front air bag. This activity is limited to specific BMW 3 Series models in certain geographic areas of the United States associated with hot and humid conditions. Our records indicate you purchased your BMW, or it is currently registered, in one of these areas.

DESCRIPTION OF PROBLEM

In the event of a crash necessitating deployment of the front passenger's air bag, excessive internal pressure could cause rupturing of the air bag inflator, resulting in metal fragments striking and potentially seriously injuring the front passenger or other passengers.

Please note that, as an intended design feature, if the front passenger seat is not occupied, the front passenger air bag will not deploy in a crash.

PRECAUTIONS FOR YOUR SAFETY

- 1. CONTACT YOUR AUTHORIZED BMW CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

DESCRIPTION OF REPAIR

The driver air bag and the front passenger air bag will be replaced.

The actual repair will require approximately four hours; however additional time may be required depending on the BMW center's schedule. This work will be performed free of charge by your authorized BMW center.

OTHER INFORMATION

If you are no longer the owner of this vehicle, we request that you provide us with the name and address of the new owner using the enclosed postage-paid card so that we can contact the new owner regarding this issue. If you are a lessor of this vehicle, Federal Regulations require you to forward this notice to your lessee within ten days. If you have already had this repair performed at your own expense (not due to an accident), please see the attachment regarding possible eligibility for reimbursement.

Should you have any questions about these recalls, please contact your authorized BMW center. Should you need additional assistance, you may contact BMW Customer Relations and Services via Email at CustomerRelations@bmwusa.com or by calling 1-800-525-7417 from 9 AM to 9 PM Eastern Time, Monday through Friday. We appreciate your confidence in our product, and we wish to do everything we can to retain it.

If your BMW center is unable to remedy the defect without charge or within a reasonable period of time, you may notify the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

We sincerely apologize for any inconvenience this issue may cause you.

Thank you in advance for your prompt response in completing this important recall.

BMW recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.

BMW OF NORTH AMERICA, LLC