

# MINI



## IMPORTANT SAFETY RECALL

This notice applies to your vehicle,

December 2014

### Recall Campaign No. 14V-721: Front Seat Backrests

Dear MINI 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 2015 MINI Cooper Hardtop 2 Door vehicles. Our records indicate that you are the owner of an affected vehicle.

#### DESCRIPTION OF PROBLEM

This recall involves the backrest adjustment mechanism on both front seats. The adjustment mechanism may not have been produced to specifications. In a severe rear impact to the vehicle, the backrest could inadvertently fold, increasing the risk of injury to the driver and front passenger.

#### PRECAUTIONS FOR YOUR SAFETY

- 1. CONTACT YOUR AUTHORIZED MINI DEALER 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

Both front seat backrest adjustment mechanisms will be re-adjusted and re-tightened.

The actual repair will require approximately one half-hour; however additional time may be required depending on the MINI dealer's schedule. This work will be performed free of charge by your authorized MINI dealer.

**Company**  
MINI USA

A division of  
BMW Group Company

**Mailing Address**

PO Box 1227  
Westwood, NJ  
07675-1227

**Telephone**

1-866-825-1525

**Fax**

201-930-8484

**E-Mail**

MINI.Assistance@askminiusa.com

**Website**

www.miniusa.com

**OTHER INFORMATION**

**MINI Roadside Assistance can be contacted at 1-866-646-4772.**

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, please see the attachment regarding possible eligibility for reimbursement.

**Should you have any questions about this recall, please contact your authorized MINI dealer.** Should you need additional assistance, you may contact MINI Customer Relations and Services via Email at [MINI.Assistance@askminiusa.com](mailto:MINI.Assistance@askminiusa.com), or by calling 1-866-825-1525 from 9 AM to 9 PM Eastern Time, Monday through Friday. We appreciate your confidence in our product, and we intend to do everything we can to retain it.

If your MINI dealer 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 may cause you.

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

MINI, a division of BMW OF NORTH AMERICA, LLC

TREAD ACT CUSTOMER REIMBURSEMENT PLAN  
(MINI, a Division of BMW of North America, LLC)

Please contact your authorized MINI dealer if you have paid for the repair described in this letter, and you would like your payment to be considered for reimbursement. Expenses from repair facilities outside of the MINI dealer network will be considered; however, the repair procedure must meet MINI standards.

Your authorized MINI dealer will request a copy of this owner notification letter, as well as, a copy of your previously paid invoice, and then inspect the vehicle (if it is still in your possession) prior to submitting a claim on your behalf to MINI, a Division of BMW of North America, LLC for reimbursement.

Please note the following:

- Only a repair that is the subject of this safety recall is reimbursable, not consequential expenses such as towing, rental, accommodations, damage repairs, etc.
- The Manufacturer's Suggested Retail Price (MSRP) for MINI Genuine Parts will be considered as the guideline for reasonable charges.
- Expenses for repairs performed more than 10 days after the date of the last owner notification letter sent by MINI are not eligible for reimbursement.
- Taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.

We anticipate that your authorized MINI dealer will be able to answer any questions that you may have regarding your qualifications for reimbursement of a previous repair. If you qualify for such a reimbursement, they will also be able to advise you of the manner in which you could receive reimbursement.

We recommend that your authorized MINI dealer be your primary contact on this issue; however, our Customer Relations and Services Department may be contacted at 1-866-275-6464 for any special assistance that you may require.

Alternatively, you may submit your request for reimbursement to the following address:

Customer Relations and Services Department  
MINI Division  
BMW of North America, LLC  
P.O. Box 1227  
Westwood, NJ 07675-1227

Please note, if you choose to submit a request for reimbursement to the Customer Relations and Services department, your vehicle will still need to be inspected (if it is still in your possession) at an authorized MINI dealer before a claim can be submitted for consideration. This is to ensure that prior repairs associated with this recall completed at an outside facility meet MINI standards.