



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

1200 New Jersey Avenue SE
Washington, DC 20590

March 30, 2015

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

NVS-215SM
15V-148

Subject: Air Bag Incorrect Deployment Timing/FMVSS 208

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/428I/2015
BMW/435I/2015

Mfr's Report Date: March 12, 2015

NHTSA Campaign Number: 15V-148

Components:

AIR BAGS

Potential Number of Units Affected: 2,067

Problem Description:

BMW of North America, LLC (BMW) is recalling certain model year 2015 428i Convertible, 428i xDrive Convertible, 435i Convertible, and 435i xDrive Convertible vehicles manufactured October 22, 2014, to February 27, 2015. Due to a programming error, the driver's front air bag deployment timing may be incorrect. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) No. 208, "Occupant Crash Protection."

Consequence:

If the driver's front air bag deployment timing is incorrect, there is an increased risk of personal injury in the event of a vehicle crash.

Remedy:

BMW will notify owners, and dealers will reprogram the air bag control module with corrected software version, free of charge. The recall is expected to begin in April 2015. Owners may contact BMW customer service at 1-800-525-7417.

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.

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, 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 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 the first name being the most prominent.

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