



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

1200 New Jersey Avenue SE
Washington, DC 20590

April 9, 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-189

Subject: Improper Plating on Fuel Pump may Result in Stall

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/228I/2014
BMW/320I/2014
BMW/320XI/2014
BMW/328I/2014
BMW/328XI/2014
BMW/335I/2014
BMW/335XI/2014
BMW/428I/2014-2015
BMW/428XI/2014-2015
BMW/435I/2014-2015
BMW/435XI/2014
BMW/ACTIVEHYBRID 3/2014
BMW/M235I/2014

Mfr's Report Date: March 26, 2015

NHTSA Campaign Number: 15V-189

Components:

FUEL SYSTEM, GASOLINE:DELIVERY:FUEL PUMP

Potential Number of Units Affected: 18,054

Problem Description:

BMW of North America LLC (BMW) is recalling certain model year 2014 228i Coupe, M235i Coupe, 320i, 320xi, 328i, 328xi, 335i, 335xi, ActiveHybrid 3, 328xi Sports Wagon, 428i Coupe, 428xi Coupe, 435i Coupe, 435xi Coupe, 428i Convertible, 428xi Convertible, 435i Convertible, 328xi Gran Turismo, 335xi Gran Turismo, and 2015 428i Gran Coupe, 428xi Gran Coupe, and 435i Gran Coupe vehicles. Improper nickel plating of components within the fuel pump may result in the fuel pump failing.

Consequence:

If the fuel pump fails, the vehicle may stall without warning, increasing the risk of a crash.

Remedy:

BMW will notify owners, and dealers will replace the fuel pump, free of charge. The recall is expected to begin April 30, 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.

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).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

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,



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