



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

1200 New Jersey Avenue SE
Washington, DC 20590

November 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-695

Subject: Side Impact Crash Worthiness/FMVSS 214

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:

ROLLS-ROYCE/GHOST/2015

Mfr's Report Date: October 22, 2015

NHTSA Campaign Number: 15V-695

Components:

AIR BAGS:SIDE/WINDOW

Potential Number of Units Affected: 1

Problem Description:

BMW of North America, LLC (BMW) is recalling one model year 2015 Rolls-Royce Ghost manufactured on January 23, 2014. The affected vehicle has thorax air bags fitted to both front seats that may fail to meet the side impact performance requirements for the front seat occupants. As such, this vehicle may fail to comply with Federal Motor Vehicle Safety Standard (FMVSS) number 214, "Side Impact Protection."

Consequence:

In the event of a vehicle crash necessitating air bag deployment, this may increase the risk of injury to the front seat passengers.

Remedy:

A Rolls-Royce dealer will replace the driver-side and passenger-side thorax air bag modules, free of charge. The recall began October 22, 2015. Owners may contact Rolls-Royce at 1-877-877-3735.

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:

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 "J. Timian", with a horizontal line extending to the right.

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