

IMPORTANT SAFETY RECALL

This notice applies to your vehicle, (insert VIN)

November 2015

Recall Campaign No. 15V-628: Passenger-side Front Air Bag Module

Dear BMW i3 owner/lessee:

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

BMW AG has decided that certain Model Year 2014-2015 BMW i3 vehicles fail to conform to Federal Motor Vehicle Safety Standard No. 208 (Occupant Crash Protection). Our records indicate that you are the owner of an affected vehicle.

DESCRIPTION OF PROBLEM

Due to a supplier error in the manufacturing process, internal components of the passenger-side front air bag inflator may not have been assembled as specified. Therefore, in a low speed crash, inappropriate air bag restraint may be provided to the passenger, increasing the risk of injury.

PLEASE NOTE: 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 i CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE. You can find your nearest center at www.bmwusa.com/dealers.**
- 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 passenger-side front air bag module will be replaced.

The actual repair will require up to three 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 i 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, please see the attachment regarding possible eligibility for reimbursement.

Should you have any questions about this recall, 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 recall may cause you.

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

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

If you have paid for the repair described in the attached letter, and you would like your expenses to be considered for reimbursement, please contact your authorized BMW center. Expenses paid to repair facilities outside of the BMW center network will be considered; however, the repair procedure must meet BMW standards.

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

Please note the following:

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

Your authorized BMW center should 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, your BMW center will also be able to advise you of the manner in which you can expect to receive reimbursement.

Your authorized BMW center should be your primary contact on this issue; however, our Customer Relations and Services Department may be contacted at 1-800-525-7417 for any special assistance that you may require.

In special situations where your authorized BMW center cannot be of assistance, you may submit your written request for reimbursement to:

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

If you intend to submit a request for reimbursement to our Customer Relations and Services department, your vehicle (if it is still in your possession and was repaired at a facility outside of the BMW center network) will need to be inspected at an authorized BMW center before a claim can be accepted for consideration. This is to ensure that prior repairs at an outside facility meet BMW standards for recall completion.