

MINI



IMPORTANT SAFETY RECALL

This notice applies to your vehicle,

December 2015

Recall Campaign No. 15V-739: Front Passenger Seat Cushion – Air Bag Sensor – Replacement Part

Dear MINI owner/lessee:

This notice is sent to you in accordance with 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 2014-2015 MINI Hardtop 2 Door Cooper and Cooper S, and MINI Hardtop 4 Door Cooper and Cooper S vehicles. Our records indicate that you are the owner/lessee of an affected vehicle.



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DESCRIPTION OF PROBLEM

This recall involves front passenger seat cushion replacement parts, specifically an incorrectly calibrated air bag sensor. According to our records, the front passenger seat cushion on your MINI was replaced during a prior service appointment with your dealer. An incorrectly calibrated sensor could lead to inappropriate air bag activation or deactivation and increase the risk of injury to the front passenger. However, the air bag status (i.e., “on” or “off”) is still correctly indicated by the “passenger airbag off” lamp in the overhead console, and therefore you can notice if the air bag system is active or not.

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

PRECAUTIONS FOR YOUR SAFETY

- 1. CONTACT YOUR AUTHORIZED MINI DEALER IMMEDIATELY TO HAVE THE NECESSARY FREE REPAIR PERFORMED AS SOON AS POSSIBLE. You can find your nearest dealer at www.miniusa.com/dealer.**
- 2. If an adult is seated on the front passenger seat and the “passenger airbag off” lamp is illuminated in the overhead console, your vehicle may be experiencing this issue. If this occurs, please ask your front seat passenger to sit in the rear seat.**

3. **If you must place a child in a child seat on the front passenger seat, and if the “air bag off” lamp in the overhead console is NOT illuminated, then the front passenger air bag may be inappropriately activated. If this occurs, please place the child in the child seat on your MINI’s rear seat. MINI recommends that you always place children who are in age-appropriate child seats on the rear seat.**
4. **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 front passenger seat cushion will be inspected and, if necessary, replaced.

This **free repair** may take up to two hours; however additional time may be required depending on your authorized MINI dealer’s schedule.

OTHER INFORMATION

If you are no longer the owner/lessee 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/lessee 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, or by calling 1-866-825-1525 from 9 AM to 9 PM Eastern Time, Monday through Friday.

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>.

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

We sincerely apologize for any inconvenience this recall may cause you; however, be assured that MINI is concerned about your safety and security.

MINI, a division of BMW OF NORTH AMERICA, LLC

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

If you have paid for the repair described in this letter, and you would like your expenses to be considered for reimbursement, please contact your authorized MINI dealer. Expenses paid to 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 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 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. Consequential expenses such as towing, rental, accommodations, damage repairs, etc will not be reimbursed.
- The Manufacturer's Suggested Retail Price (MSRP) for MINI 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 MINI are not eligible for reimbursement

Your authorized MINI dealer 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 MINI dealer will also be able to advise you of the manner in which you can expect to receive reimbursement.

Your authorized MINI dealer should 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.

In special situations where your authorized MINI dealer cannot be of assistance, you may submit your written 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

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 MINI dealer network) will need to be inspected at an authorized MINI dealer before a claim can be accepted for consideration. This is to ensure that prior repairs at an outside facility meet MINI standards for recall completion.