



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

1200 New Jersey Avenue SE
Washington, DC 20590

January 9, 2017

Ms. Helen Riehle
Safety Integrity and Recall Manager
BMW of North America, LLC
300 Chestnut Ridge Road
Woodcliff Lake, NJ 07677

NEF-150TB
16V-914

Subject: Seat Mounted Air Bags may not Deploy

Dear Ms. Riehle:

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/430I/2017
BMW/440I/2017
BMW/528I/2016
BMW/535D/2016
BMW/535I/2016-2017
BMW/550I/2016
BMW/640I/2017
BMW/650I/2017
BMW/I3/2017
BMW/I8/2017
BMW/M4/2017
BMW/M5/2016
BMW/M6/2017
BMW/X1 SAV/2017
MINI/CLUBMAN/2017
MINI/COOPER/2017
MINI/COOPER S/2017
ROLLS-ROYCE/DAWN/2017

Mfr's Report Date: December 15, 2016

NHTSA Campaign Number: 16V-914

Components:

AIR BAGS

Potential Number of Units Affected: 3,506

Problem Description:

BMW of North America, LLC (BMW) is recalling certain model year 2017 BMW 640i, 640i xDrive, 650i, 650i xDrive, M6, 535i, 535i xDrive, 430i, 430i xDrive, 440i, 440i xDrive, M4, X1 sDrive28i, X1 xDrive28i, i3, i8, Rolls-Royce Dawn, Mini Clubman

Cooper, Clubman Cooper S, Cooper All4, Cooper S All4, Mini 4-Door Cooper, Cooper S, Mini 2-Door Cooper, Cooper S, John Cooper Works and 2016 BMW 528i, 528i xDrive, 535i, 535i xDrive, 550i, 550i xDrive, M5 and 535d vehicles. The affected vehicles have certain air bag initiators that may fail to ignite during a crash.

Consequence:

If the air bag initiator fails to ignite, the affected air bag will not deploy, increasing the risk of injury.

Remedy:

BMW will notify owners, and dealers will replace the air bag modules, free of charge. The recall is expected to begin February 6, 2017. 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 Tariq Bond who may be reached by phone at 1-202-366-5472, or by email at tariq.bond@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