



Recall Campaign 16V-071

Communication Toolkit for Dealers

March 15, 2016

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Purpose of Toolkit

This communication toolkit was prepared to assist dealers, field support teams and customer-facing employees with relevant and timely communication related to the Takata recall. We hope it is a valuable resource for you and your business.

While we had an unfortunate situation thrust upon us, it is still within our control to provide the “ultimate customer experience” at every customer touchpoint. Doing so is good for our customers, and our business.

On behalf of BMW NA, thank you for your support and collaboration.

Points of Contact

Please feel free to reach out to the following individuals should you have any questions, comments, media inquiries or require additional communications support.

IMPORTANT SAFETY RECALL

This notice applies to your vehicle, [INSERT VIN]

March 2016

Recall Campaign No. 16V-071: Driver's Front Air Bag Module

Dear BMW 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 2006-2015 BMW 1 Series, 3 Series and X1, X3, X5 and X6 Sports Activity Vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

IMPORTANT NOTICE

Please note that at the present time, we do not have parts available. BMW will notify you via another letter as soon as we can perform this recall on your vehicle.

DESCRIPTION OF PROBLEM

In the event of a crash necessitating deployment of the driver's front air bag, excessive internal pressure could cause rupturing of the air bag inflator, resulting in metal fragments striking the front driver or other passengers potentially resulting in serious injury or death. **If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

At the present time, BMW is not aware of any ruptures in its vehicles equipped with the type of inflator subject to this recall.

DESCRIPTION OF REPAIR

The driver's front air bag module will be replaced free of charge when parts become available.

OTHER INFORMATION

If you are no longer the vehicle owner/lessee, we request that you provide us with the name and address of the new owner/lessee using the enclosed postage-paid card so that we can contact the new owner/lessee regarding this recall. If you are a lessor of this vehicle, Federal Regulations require you to forward this notice to your lessee within ten days.

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

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

Office address
200 Chestnut Ridge Rd.
Building 150
Woodcliff Lake, NJ 07677

Telephone
(201) 307-4000

Fax
(201) 571-5479

Website
bmwusa.com

CustomerRelations@bmwusa.com or by calling 1-800-525-7417 from 9 AM to 9 PM Eastern Time, Monday through Friday.

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 issue may cause; however be assured that BMW is concerned about your safety and security. 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

Document Title	Service Information Bulletin Recall 16V-071
Last Updated	March 14, 2016



Service Information

Page 1 of 2
March 2016

Audio, Navigation, Monitors,
Alarms, SRS

B65 04 16

Technical Service

This Service Information bulletin supersedes SI B65 04 16 dated February 2016.

Changes to this revision are identified by a black bar.

SUBJECT

Recall Campaign 16V-071: Driver's Front Air Bag Module

MODEL

E70 (X5 incl M)
E71 (X6 incl M)
E72 (X6 ActiveHybrid)
E90 (3 Series Sedan incl M)
E91 (3 Series Sportswagon)
E92 (3 Series Coupe incl M)
E93 (3 Series Convertible, incl M)
E82 (1 Series Coupe)
E83 (X3)
E84 (X1)
E88 (1 Series Convertible)

SITUATION

BMW AG is conducting a Voluntary Safety Recall involving Driver's Front Air Bag Module on certain BMW vehicles that are equipped with non-desiccated Takata PSDI-5 inflators. These vehicles, covering model years 2006-2015 have not been part of earlier Takata-related air bag recalls.

This is an industry-wide voluntary safety recall involving driver's front airbag modules. BMW is committed to helping you manage this recall campaign in the least disruptive fashion.

Affected vehicles, which require this Recall, have been identified and are displayed under "Open Campaign and Vehicle Comments" in Warranty Vehicle Inquiry or ISPA Light.

Going forward, all VINs will be shown in the "open campaign" portion of the Warranty Vehicle Inquiry screen below. This enables Service Advisors to see at one glance all applicable Campaigns and Recalls. Defect code 0000001100 will be used until repair

information is released. At that time, the defect code will be updated in the Warranty Vehicle Inquiry screen. Please note, defect code 0000001100 is not an operation defect code and cannot be used on warranty claims. In addition, the information will keep being displayed in the comment section as previously done.

Open Campaign Information

Campaign Code	Campaign Description
0000001100	Rec all 16V-071 Driver Front Air Bag B650

All affected customers of this Recall will be mailed an interim letter starting on March 16, 2016. The letter will inform them that their vehicle is included in the recall. A final letter will be mailed to the customers when parts become available. A copy of the letter that was sent to these customers is attached.

We are working diligently to secure a parts solution and will provide you with more details as they develop; a specific date is not available. We will provide you with information regarding the repair process as soon as possible.

To assist you with challenging concerns, please reference the attached Q&A that will be updated as information becomes available. We will continually update the Q&A and you can identify the latest version by the date that is referenced at the bottom of the pages.

We sincerely apologize for any inconvenience this recall may cause; however, be assured that BMW is determined to uphold a high level of vehicle quality and customer satisfaction.

There are approximately 840,000 vehicles in the US.

Model	Model Year	Approx Volume	Production Dates
1 Series Coupe (incl. M)	2008 – 2013	32,620	Nov 2007 – Oct 2013
1 Series Convertible	2008 – 2013	28,160	Nov 2007 – Oct 2013
3 Series Sedan (incl. M)	2006 – 2011	132,845	Feb 2005 – Dec 2011
3 Series Sedan (diesel)	2009 – 2011	4,160	Mar 2008 – Aug 2011
3 Series Sports Wagon	2006 – 2012	3,270	Jun 2005 – May 2012
3 Series Coupe (incl. M)	2007 – 2013	129,515	Apr 2006 – Jun 2013
3 Series Convertible (incl. M)	2007 – 2013	99,810	Nov 2006 – Oct 2013
X1 SAV	2013 – 2015	57,290	Feb 2012 – Sep 2014
X3 SAV	2007 – 2010	64,925	Aug 2006 – Aug 2010
X5 SAV (incl. M)	2007 – 2013	214,580	Sep 2006 – Jun 2013
X5 SAV (diesel)	2009 – 2013	35,440	Mar 2008 – Jun 2013
X6 SAC (incl. M)	2008 – 2014	37,000	Jul 2007 – Jun 2014
X6 SAC ActiveHybrid	2010 – 2011	365	Mar 2009 – Sep 2011

**BMW 1 Series, 3 Series X1 SAV, X3 SAV, X5 SAV and X6 SAC
Model Year 2006 - 2015
Driver's Front Air Bag Module
Safety Recall 16V-071**

Document Title	Technical Q&A Recall 16V-071
Use	To address customer questions regarding Takata Recall
Last Updated	March 15, 2016

Technical Q&A
updated March 15, 2016

Q1. Which models are included in this Safety Recall Campaign?

Included are approximately 840,000 vehicles, with approximate volumes and production dates as noted below.

<u>Series</u>	<u>Model</u>	<u>Model Year</u>	<u>Approx. Volume</u>	<u>Production Dates</u>
E82	1 Series Coupe (incl. M)	2008 – 2013	32,620	Nov 2007 – Oct 2013
E88	1 Series Convertible	2008 – 2013	28,160	Nov 2007 – Oct 2013
E90	3 Series Sedan (incl. M)	2006 – 2011	132,845	Feb 2005 – Dec 2011
E90	3 Series Sedan (diesel)	2009 – 2011	4,160	Mar 2008 – Aug 2011
E91	3 Series Sports Wagon	2006 – 2012	3,270	Jun 2005 – May 2012
E92	3 Series Coupe (incl. M)	2007 – 2013	129,515	Apr 2006 – Jun 2013
E93	3 Series Convertible (incl. M)	2007 – 2013	99,810	Nov 2006 – Oct 2013
E84	X1 SAV	2013 – 2015	57,290	Feb 2012 – Sep 2014
E83	X3 SAV	2007 – 2010	64,925	Aug 2006 – Aug 2010
E70	X5 SAV (incl. M)	2007 – 2013	214,580	Sep 2006 – Jun 2013
E70	X5 SAV (diesel)	2009 – 2013	35,440	Mar 2008 – Jun 2013
E71	X6 SAC (incl. M)	2008 – 2014	37,000	Jul 2007 – Jun 2014
E72	X6 SAC ActiveHybrid	2010 – 2011	365	Mar 2009 – Sep 2011

Q2. BMW conducted safety recalls in 2013, 2014 and 2015 on a similar issue. How is this different?

The inflators are different. This recall campaign pertains to the Takata PSDI-5 inflator. The earlier recalls pertained to different inflators produced by Takata.

Q3. Are BMW M models included in this recall campaign?

Yes. [Please refer to Q1.]

Q4. Is this recall comparable to similar recalls being conducted by other Manufacturers?

Yes. This recall campaign involves the Takata PSDI-5 inflator.

Q5. How many BMW vehicles in the US are included in this Safety Recall?

The number of BMW vehicles in the US included in this recall is approximately 840,000. This amount has not changed since February 5, 2016. When viewing "Vehicle Comments" the date referenced only reflects when the comments were updated.

Q6. Why are other models not included?

Other models are not included because this recall pertains specifically to vehicles equipped with the Takata PSDI-5 inflator.

BMW 1 Series, 3 Series X1 SAV, X3 SAV, X5 SAV and X6 SAC
Model Year 2006 - 2015
Driver's Front Air Bag Module
Safety Recall 16V-071

Q7. What is the specific concern?

Takata's investigation to date indicates that, due to exposure to certain environmental conditions (several years of exposure to persistent conditions of high absolute humidity), this could lead to over-aggressive combustion in the event of air bag deployment.

Q8. What can happen as a result of this issue?

In a crash where air bag system deployment occurs, the air bag inflator housing may rupture. In the event of an inflator rupture, metal fragments could pass through the air bag cushion material, which may result in injury or death to vehicle occupants.

Q9. Is there a possibility to find out whether the problem exists in my car?

No. There is no way to detect if your BMW might have an air bag inflator potentially at risk of rupturing upon deployment in an accident.

Q10. Can I continue to drive my vehicle?

Yes. BMW is not aware of a ruptured inflator in any of its vehicles associated with this recall. Vehicles equipped with air bags, including air bags that are under recall, save lives and reduce injuries. The vast majority of Takata air bags will perform as expected. When you receive a letter asking you to have this service performed by an authorized BMW center, please do so as soon as possible. If you are not the only driver of this vehicle, please advise all other drivers of this important information.

Q11. What measures will be taken?

The driver's front air bag module will be replaced.

Q12. How did BMW become aware of this issue?

BMW became aware of this issue from Takata (the air bag module supplier) and NHTSA.

Q13. Is BMW aware of any accidents or injuries involving BMW vehicles associated with this campaign?

No. BMW is not aware of a ruptured inflator in any of its vehicles associated with this recall.

Q14. How will I be informed of this recall program?

If your vehicle is affected, you will receive an initial letter in March via First Class mail advising you of this recall. You should receive an additional letter when replacement parts become available, requesting that you schedule an appointment to bring your vehicle to an authorized BMW center for service and repair.

Q15. Will my BMW center deactivate my driver's front air bag until it is replaced?

No, NHTSA estimates that frontal air bags saved 2,400 lives in 2014 alone. It is far more likely that if you are involved in a crash that your air bag will perform properly and protect you than it will rupture and cause harm.

BMW 1 Series, 3 Series X1 SAV, X3 SAV, X5 SAV and X6 SAC
Model Year 2006 - 2015
Driver's Front Air Bag Module
Safety Recall 16V-071

Q16. How will this program be performed?

When you are notified via the final letter, you will be asked to make an appointment with an authorized BMW center who will order the replacement driver's front air bag module for your vehicle prior to your appointment.

Q17. How long will the repair take?

This repair may take approximately two hours; however, additional time may be required depending upon your BMW center's schedule. The repair will be performed free of charge by your authorized BMW center.

Q18. Do I have to wait for my letter in order to have my vehicle serviced?

Yes. BMW is in the process of implementing this program to ensure that the necessary parts, tools and procedures are available to its authorized BMW centers, prior to instructing you to take your vehicle in for repair.

Q19. Am I eligible for reimbursement under the TREAD Act if I previously replaced my driver's front air bag module?

In this particular recall, reimbursement is likely not applicable, as you would typically have replaced your driver's front air bag module as a result of an accident. In that situation, either your insurance company paid for the repair, or you paid "out-of-pocket".

However, in the very unusual (unlikely) scenario that you previously replaced the driver's front air bag module "out-of-pocket" upon learning of this possible defect, you may be eligible for reimbursement. Additional information will be provided when BMW mails the additional letter, asking you to make an appointment with an authorized BMW center to have your driver's front air bag module replaced.

Q20. When are the repair parts expected to be available?

We expect to receive a limited number of repair parts starting in the summer of 2016.

Q21. How will the repair be introduced to USA customers?

When an adequate inventory of parts is available, final owner notification letters will initially be issued via US First Class Mail to owners of the highest risk registered vehicles, i.e., oldest models in highest absolute humidity areas (e.g., USA Gulf states). As parts supply increases, all owners of affected vehicles will be notified by First Class mail.

Q22. Why is the passenger's front air bag not affected?

The passenger's front air bag does not contain a Takata PSDI-5 inflator so it is not affected by this recall.

Q23. Will BMW give me a loaner vehicle until a repair part is available?

If replacement parts are not available, BMW has authorized its centers to provide or assist customers with alternate transportation, subject to availability.

Document Title	Customer Facing Response Script Recall 16V-071
Use	For customers who call in to a dealership regarding the recall notice they received.
Last Updated	March 15, 2016

Thank you for your call / inquiry regarding the current Takata airbag recall. I want to personally assure you that BMW of North America takes your safety and this industry-wide situation very seriously. BMW has issued a recall for approximately 840,000 cars and Sports Activity Vehicles equipped with Takata PSDI-5 driver's front air bags to have the driver's front air bag module replaced. These vehicles, covering model years 2006 to 2015, were not part of earlier Takata-related air bag recalls.

Currently, we do not have a fixed date for the replacement parts.

Here's what I can tell you: If you own a *potentially* affected BMW vehicle, you will be sent a first-class letter in the mail within the next few weeks with more information on what you can do prior to availability of the replacements parts. Once the parts are available, owners will receive another letter with instructions on what to do to have the parts replaced.

While I certainly understand that this may not answer all your questions, I hope it helps a little to know what to expect in light of this industry-wide recall. BMW is working as quickly as possible to address this situation and we very much appreciate your patience as we do.

Document Title	Driver's Front Air Bag Module (DCS Message) Recall 16V-071
Use	For customers who call in to a dealership regarding the recall notice they received.
Last Updated	March 11, 2016

Subject: Recall Campaign 16V-071: Driver's Front Air Bag Module

Priority: Urgent

Message Start Date: 3/11/2016

Message Expiration Date: 3/24/2016

Attachment: Y

Message Recipients:

General Managers, Sales Managers, Service and Parts Managers, Service Managers, Shop Foremen, Service Technicians

Message Text:

BMW AG is conducting a Voluntary Safety Recall involving Driver's Front Air Bag Module on certain BMW vehicles that are equipped with non-desiccated Takata PSDI-5 inflators. These vehicles, covering model years 2006-2015 have not been part of earlier Takata-related air bag recalls. There are approximately 840,000 vehicles in the US. This is an industry-wide safety recall involving many different vehicles. BMW is committed to helping you manage this recall campaign in the least disruptive fashion possible.

Affected vehicles, which require this Recall, have been identified and will display under "Open Campaign and Vehicle Comments" in DCS Warranty or ISPA Light.

We will provide you with more information regarding the repair process and parts availability as soon as possible. To assist you with challenging concerns, please reference the attached documents: updated Technical Q&A, SI B65 04 16 and Customer Facing Response Script.

The Vehicle Stop Sale is still in effect for the vehicles affected by this recall.

Please be reminded that it is a violation of the National Traffic and Motor Vehicle Safety Act for you to sell, lease or deliver any new vehicle subject to this recall, until the repair has been performed. You also may not use or sell replacement parts subject to this safety recall. Substantial civil penalties apply to violations of this law.

In addition, you should not sell, lease or deliver any Certified Pre-Owned or used vehicles in your inventory that is subject to this safety recall, until the repair is completed.

Please follow any special instructions that we provide to you for the return or disposition of recall parts.

Document Title	Media Inquires Recall 16V-071
Use	To know how to handle any media inquiries
Last Updated	March 14, 2016

Please do not engage with the media regarding the Takata situation. Should you receive any media inquiries, please refer them to the BMW Corporate Communications team.