

 [Sales & Aftersales](#)

Update: Takata Airbag Recall Campaign

 February 19, 2016

The BMW Group is participating in the industry-wide voluntary safety recall involving Takata driver-side front airbag modules. This initiative involves millions of vehicles across many automotive brands in the U.S. BMW of North America understands that the recall is already impacting your dealer operations, and is creating a number of programs to support you and your customers. While these programs are still being finalized, here is an update on the “Stop Sale” and how different aspects will be addressed.

[Please click here to view a Q&A on the safety recall and related updates from BMW NA.](#)

We ask for your understanding and continued cooperation as we move through this process. BMW NA is dedicated to making our organization easier to do business with, while listening to our retail partners, and this situation will be no different. On behalf of everyone on our team we thank you for your support. Stay tuned to BMW Dealer Direct for continuing information and updates.

[For more information:](#)

Technical questions:

Sales question: