


 [Sales & Aftersales](#)

Update 2.26.16: Takata Airbag Recall Campaign

 February 26, 2016

Please be advised that developing answers, strategies, and accurate communication scripts for our response plan to the NHTSA regulated, industry-wide Takata airbag recall is an on-going, all-consuming process that BMW NA is committed to satisfying as soon as possible.

We understand that you are on the front-line and are already facing questions from our mutual customers – to which, unfortunately, there have only been limited answers.

Last Friday we provided the first set of questions and (known) answers to you, and we ask you to review an updated version by clicking on the link below.

[Please click here to view the bulletin, including a Q&A on the safety recall.](#)

We will continue to keep you informed as soon as information becomes available, but please understand – in these early stages of the development of our response plan, this is a very fluid situation and things can, and will, change as we move towards a solution. Our brand needs your support in reinforcing the fact that we are taking this seriously and are completely dedicated to providing a speedy way forward. First and foremost we realize that ultimately there is a BMW customer at the end of this line and they deserve our best efforts.

We appreciate all that each of you do for this brand every day, and especially thank you on the days when circumstance makes the job more challenging