

BMW



IMPORTANT SAFETY RECALL

This notice applies to your vehicle, [INSERT VIN]

May 2016

Recall Campaign No. 16V-071: Driver's 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.

Why are we contacting you?

In March 2016, we informed you of this matter by letter, indicating that we were not ready to perform this recall due to parts availability. **We are pleased to inform you that we now have an interim repair available for your vehicle.** An interim repair involves replacing the inflator with a newly manufactured version. NHTSA has concluded based on information it has collected, that the age of the inflator, temperature cycling and environmental moisture are the likely root cause of rupturing. Therefore, replacing the older inflator with a newer version reduces the safety risk associated with your vehicle until a final remedy is available.

You should have the inflator replaced as soon as possible and not wait for the final remedy. Please contact your authorized BMW Center immediately to schedule an appointment. You can locate your nearest BMW center at www.bmwusa.com/dealers.

All owners that have an interim remedy applied will still be offered a free final remedy. We will notify you again when the final remedy is available.

What is the issue?

In the event of a crash necessitating deployment of the driver's air bag, excessive internal pressure could cause rupturing of the air bag inflator, resulting in metal fragments striking the driver or other passengers potentially resulting in serious injury or death.

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

If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.

What will BMW do?

Depending on your model, either the inflator or the air bag module with inflator will be replaced. This free repair will take approximately one hour.

If you already had this repair performed at your own expense, please see the attachment regarding possible eligibility for reimbursement.

What if you are not the current owner of this vehicle?

If you are no longer the vehicle owner/lessee, please fill out the enclosed postage-paid card so we can update our records.

To ensure BMW of North America, LLC has your most recent contact and vehicle information, please register your vehicle at <http://www.bmwusa.com/myBMW>. Registration is free, and will give you access to factory initiated campaigns and other information specific to your BMW vehicle.

If you are a lessor of this vehicle, Federal Regulations require you to forward this notice to your lessee within ten days.

What if you have questions or experience problems?

Should you need additional assistance, you may contact BMW Customer Relations and Services via Email at 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 recall 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.

Sincerely,

BMW of North America, LLC