

BMW



IMPORTANT SAFETY RECALL

This notice applies to your vehicle,

July 2016

Recall Campaign No. 16V-364: Passenger'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 2007-2011 BMW X5 Sports Activity Vehicles and X6 Sports Activity Coupes. Our records indicate that you are the owner of a potentially affected vehicle.

Why are we contacting you?

This recall involves the passenger's front air bag module on your vehicle. Please note that at the present time, we do not have parts available to complete this recall. BMW will notify you via another letter as soon as we can perform this recall on your vehicle.

What could happen?

In the event of a crash necessitating deployment of the passenger's front air bag, excessive internal pressure could cause rupturing of the air bag inflator, resulting in metal fragments striking the passenger or other occupants in the vehicle, 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.**

PLEASE NOTE: If the front passenger seat is not occupied, the passenger's front air bag will not deploy in the event of a crash; thereby removing the risk of an inflator rupture.

What will BMW do?

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

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 that 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.sa.com/myBMW>. Registration is free, and will give you access to factory initiated campaigns and other information specific to your BMW vehicle.

Company
BMW of North America, LLC

BMW Group Company

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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 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 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.

Sincerely,

BMW OF NORTH AMERICA, LLC