



Update 6.24.16: Takata Airbag Recall

June 24, 2016

Updates related to the industry-wide Takata airbag recall, including a final update to the Dealer Communication Toolkit and a note about overall recall communications.

In March 2016, we first created and published the Dealer Communication toolkit on BMW Dealer Direct. The toolkit has been used to keep you, as a dealer, informed amidst a rapidly changing landscape. I hope that you found it to be a useful way to access all the materials developed to support you and your business, and I thank you for your valuable feedback along the way.

As recent updates have largely involved more detailed, technical information in Service Bulletins, beginning the week of June 27, we'll stop posting Takata toolkit updates and instead start posting a summary of key developments regarding *recalls overall*, with information most relevant to you as Dealer Operators, Center Operators, and General Managers. Takata recall-related updates, now centering on parts availability and distribution, will still be shared via SIBs and DCS messages. Our intent is to give you just the right amount of information here on BMW Dealer Direct without all the detail that is more relevant to your Center personnel.

For this final update of the Dealer Communication toolkit, please note updates to the following:

- PRIORITIZED OPTIONS FOR AFFECTED TAKATA CUSTOMERS Page 9
- OPERATIONS UPDATE (B2-US-H-30-48) Page 11
- SAFETY RECALL Q&A (16-N-92) Page 12
- LEASE TERMINATION BENEFIT PROGRAM (16-N-93) Page 14
- TRADE-IN OPTIONS (B2-US-H-30-46A) Page 17

Please use this updated 06.24.16 toolkit, which supersedes all prior versions:

[Click here to view and print the updated Dealer Communication Toolkit.](#)

One final note, regarding media inquiries: If anyone on your center team is approached by a reporter or other member of the news media with questions regarding the Takata airbag recall, please direct those inquiries to Corporate Communications, BMW NA. Thank you for your partnership, your engagement and your ongoing collaboration.