



## Update 5.10.16: Takata Airbag Recall

 May 10, 2016

Colleagues,

As promised last Friday on BMW Dealer Direct, we have some new information to share with you concerning the Takata recall. We reviewed this information yesterday with the Dealer Forum and your field teams.

We can now confirm our plan to ship PSDI-5 replacement parts in early June. Strict guidelines define how and where we distribute these parts. Based on these guidelines, customers in high absolute humidity zones will be the first ones to receive replacement parts.

Initially, we plan to send out 15,000 customer letters a week; with your help, we will closely monitor customer uptake of the parts available. Parts not taken directly by customers will be allocated to dealer stock and Financial Services. This will enable us to satisfy customer demand as quickly as possible.

Additionally, last week, NHTSA expanded the recall to include airbag inflators to be replaced through 2019. We believe that a significant number of these are already part of the current airbag recall – in other words, we believe that most of the recall expansion adds the passenger side airbag replacement to vehicles currently recalled for the driver's side airbag.

Next week, we expect to get more information from NHTSA about this latest recall expansion. Rest assured that as we get new information, we will relay it to you quickly, right here on BMW Dealer Direct.

Let's continue to work together in the best interests of our customers. On behalf of the BMW of North America Management Team, thank you.