



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

1200 New Jersey Avenue SE  
Washington, DC 20590

June 22, 2017

Ms. Helen Riehle  
Safety Integrity and Recall Manager  
BMW of North America, LLC  
300 Chestnut Ridge Road  
Woodcliff Lake, NJ 07677

NEF-150SM  
17V-379

**Subject:** Incorrect Left Rear Assembly Lamp/FMVSS 108

Dear Ms. Riehle:

This letter serves to acknowledge BMW of North America, LLC's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

**Makes/Models/Model Years:**

BMW/740I/2013-2015  
BMW/740LI/2013-2015  
BMW/740LXI/2013-2015  
BMW/750I/2013-2015  
BMW/750LI/2013-2015  
BMW/750LXI/2013-2015  
BMW/750XI/2013-2015  
BMW/ACTIVEHYBRID 7/2014

**Mfr's Report Date:** June 14, 2017

**NHTSA Campaign Number:** 17V-379

**Components:**

EXTERIOR LIGHTING

**Potential Number of Units Affected:** 92

**Problem Description:**

BMW of North America, LLC (BMW) is recalling certain 2013-2015 740i, 740Li, 740Lxi, 750i, 750xi, 750Li and 750Lxi and 2014 ActiveHybrid 7 vehicles. The affected vehicles may have received incorrect replacement left rear taillight assemblies. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) number 108, "Lamps, Reflective Devices, and Associated Equipment."

**Consequence:**

Vehicles with the incorrect left rear lamp assemblies may be less conspicuous to other drivers, possibly increasing the risk of a crash.

**Remedy:**

BMW will notify owners, and dealers will inspect the vehicles and replace any incorrect left rear taillight assemblies, free of charge. The recall is expected to begin August 7, 2017. Owners may contact BMW customer service at 1-800-525-7417.

**Notes:**

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to [www.safercar.gov](http://www.safercar.gov).

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Your contact for this recall will be Sarah Mcshane who may be reached by phone at 202-366-7401, or by email at [sarah.mcshane@dot.gov](mailto:sarah.mcshane@dot.gov) or through the office email at [rmd.odi@dot.gov](mailto:rmd.odi@dot.gov). We look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jennifer Timian', with a date '1/10/06' written at the end of the signature.

Jennifer Timian  
Chief, Recall Management Division  
Office of Defects Investigations  
Enforcement