



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

1200 New Jersey Avenue SE
Washington, DC 20590

November 30, 2017

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

NEF-150JK
17V-720

Subject: Excessive Neck Tension-Extension Force/FMVSS 208

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/I3/2014-2018

Mfr's Report Date: November 16, 2017

NHTSA Campaign Number: 17V-720

Components:

AIR BAGS:FRONTAL

Potential Number of Units Affected: 32,000

Problem Description:

BMW of North America, LLC (BMW) is recalling certain 2014-2018 BMW i3 electric and hybrid electric vehicles. Unbelted, small adult, drivers may be at a higher risk of neck injury in the event of a frontal crash. These vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) number 208, "Occupant Crash Protection."

Consequence:

During a frontal impact, unbelted, small adult, drivers could be at a higher risk of neck injury.

Remedy:

BMW will notify owners. The remedy for this recall is still under development. The recall is expected to begin January 8, 2018. 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.

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

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 Jennifer Kruger who may be reached by phone at (202) 366-2461, or by email at jennifer.kruger@dot.gov or through the office email at rmd.odi@dot.gov. We look forward to working with you.

Sincerely,



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