



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

1200 New Jersey Avenue SE  
Washington, DC 20590

February 20, 2019

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

NEF-150JK  
18V-918

**Subject:** Incorrect or Missing Air Bag label/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/X5/2019

**Mfr's Report Date:** December 19, 2018

**NHTSA Campaign Number:** 18V-918

**Components:**

EQUIPMENT:OTHER:LABELS

**Potential Number of Units Affected:** 11

**Problem Description:**

BMW of North America, LLC (BMW) is recalling certain 2019 BMW X5 xDrive40i and X5 xDrive50i vehicles. The driver and/or passenger sun visor may have an incorrect air bag warning label, or the label may be missing. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) number 208, "Occupant crash protection."

**Consequence:**

Without a label that shows the proper restraint usage guidelines, the occupants may have an increased risk of injury in the event of a crash.

**Remedy:**

BMW notified owners, and dealers will inspect the driver and passenger sun visor, replacing the visors as necessary, free of charge. The recall began January 4, 2019. 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).

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:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall 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](mailto:jennifer.kruger@dot.gov). We look forward to working with you.

Sincerely,



Kareem Habib  
Acting Chief, Recall Management Division  
Office of Defects Investigations  
Enforcement