



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

1200 New Jersey Avenue SE  
Washington, DC 20590

February 10, 2020

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

NEF-150DM  
20V-052

**Subject:** Inadequate Rear Reflex Reflectors/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/X7/2020

**Mfr's Report Date:** January 30, 2020

**NHTSA Campaign Number:** 20V-052

**Components:**

EXTERIOR LIGHTING

**Potential Number of Units Affected:** 683

**Problem Description:**

BMW of North America, LLC (BMW) is recalling certain 2020 X7 xDrive40i and X7 xDrive50i vehicles. The rear reflex reflectors may not reflect an adequate amount of light. 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:**

An inadequate amount of reflected light will decrease the vehicle's visibility to other drivers, increasing the risk of a crash.

**Remedy:**

BMW will notify owners, and dealers will replace both rear reflex reflectors, free of charge. The recall is expected to begin March 23, 2020. 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).

We have received BMW's proposed owner notification letter and have approved it for distribution.

Please be reminded of the following requirements:

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).

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.

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 DeMara Magruder who may be reached by phone at (202) 366-8538, or by email at demara.magruder@dot.gov. We look forward to working with you.

Sincerely,



Joshua Neff  
Chief, Recall Management Division  
Office of Defects Investigations  
Enforcement