



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

1200 New Jersey Avenue SE  
Washington, DC 20590

August 4, 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-443

**Subject:** Rearview Camera Software Not Installed/FMVSS  
111

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/X3/2020

**Mfr's Report Date:** July 29, 2020

**NHTSA Campaign Number:** 20V-443

**Components:**

BACK OVER PREVENTION: SENSING SYSTEM: CAMERA  
ELECTRICAL SYSTEM: SOFTWARE

**Potential Number of Units Affected:** 5

**Problem Description:**

BMW of North America, LLC (BMW) is recalling certain 2020 X3 sDrive40i, X3 xDrive40i and X3M40i vehicles. These vehicles were not programmed with rearview camera software during assembly, therefore, when the transmission is shifted to reverse, a rearview image is not displayed. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 111, "Rearview Mirrors."

**Consequence:**

An inoperative rearview camera display can increase the risk of a crash when reversing.

**Remedy:**

BMW will notify owners, and dealers will program the affected vehicles with rearview camera software, free of charge. A notification schedule has not yet been provided. 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.

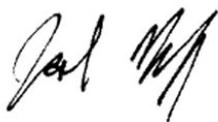
Please be reminded of the following requirements:

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 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