



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

1200 New Jersey Avenue SE
Washington, DC 20590

September 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-514

Subject: Incorrect Tire Information Label/FMVSS110

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/X7/2021

Mfr's Report Date: August 27, 2020

NHTSA Campaign Number: 20V-514

Components:

EQUIPMENT:OTHER:LABELS
TIRES

Potential Number of Units Affected: 397

Problem Description:

BMW of North America, LLC (BMW) is recalling certain X7 xDrive40i and M50i vehicles. The tire information labels may contain tire size and cold tire inflation pressure information that does not match the specific tires that were installed on these vehicles. As such, these vehicles fail to conform to Federal Motor Vehicle Safety Standard number 110, "Tire Selection and Rims."

Consequence:

The vehicle operator may be confused by the tire information on the label and this could lead to the installation of an inappropriate size tire and/or inflation pressure, potentially increasing the risk of a crash.

Remedy:

BMW will notify owners, and dealers will replace the tire information label, free of charge. The recall is expected to begin October 19, 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.

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.

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).

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