



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

1200 New Jersey Avenue SE
Washington, DC 20590

October 21, 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-598

Subject: Rearview Camera Image Obscured/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/530I/2020-2021
BMW/540I/2020-2021
BMW/550E/2020-2021
BMW/M5/2020-2021
BMW/M550I/2020-2021
BMW/X3/2020-2021
BMW/X4/2020-2021

Mfr's Report Date: September 30, 2020

NHTSA Campaign Number: 20V-598

Components:

BACK OVER PREVENTION: SENSING SYSTEM: CAMERA

Potential Number of Units Affected: 312

Problem Description:

BMW of North America, LLC (BMW) is recalling certain 2020-2021 X3 sDrive 30i, X3 xDrive 30i, X3M 40i, X3 xDrive 30e, X4 xDrive 30i, X4M 40i, 530i, 540i, 540i xDrive, M550i xDrive, M5, 550e, 550e xDrive, and 550e iPerformance vehicles. A small portion of the rearview image may be slightly obscured. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 111, "Rear Visibility."

Consequence:

If the driver relies on only the rearview camera image, the reduced rearview image view can increase the risk of a crash or injury.

Remedy:

BMW will notify owners, and dealers will inspect and, if necessary, program the rearview camera with updated software. The recall is expected to begin November 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.

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).

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