

1 : 1 Email ~ 27 Deaths/DND
BMW

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★ **BMW Airbag Safety Recall Team**

Subject: 27 People Have Died Due to Defective Takata Airbags

To:



Dear [First Name],

The Takata airbag in your [YEAR] [MODEL] is on the deadly airbag recall list. In addition, your vehicle has been upgraded to a **Do Not Drive** status. Until your airbag is repaired for FREE, your vehicle is not safe to drive, and you and your loved ones are at risk of **SERIOUS INJURY** or **DEATH**.

27 people in the US have lost their lives and hundreds more have been injured due to defective Takata airbags.*

The risk is very real! Too many people have died from defective airbags.

Call or text your Recall ID [XXXX-XXX] to [XXX-XXX-XXXX] to schedule your FREE airbag safety recall repair.

For your convenience, a mobile repair at the vehicle's location, vehicle pick-up and delivery, or a loaner vehicle or other alternate transportation may be available for FREE.

If you no longer own this vehicle, aren't planning to repair this recall, or have run into any dealership issues completing the recall repair, please let us know at: Repair.SafeAirbags.com/BMW.

Sincerely,



Airbag Safety Recall Team

*As sourced from: nhtsa.gov/equipment/takata-recall-spotlight#consumers-fags. Fatalities and injuries include those reported by all affected vehicle manufacturers.