

BMW



November 2021

VIN:

Dear ,

I hope you're enjoying the innovative and exciting driving experience of your electrified BMW! We are thrilled that you have chosen to drive with us on the road to electrification.

We pride ourselves on delivering The Ultimate Driving Machine,[®] which makes this letter that much more difficult to send. Unfortunately, your BMW is affected by Safety Recall 20V-601. After extensive analysis, we have determined the high-voltage battery in your vehicle was not produced to specifications and certain battery modules will need to be replaced. I'm sorry to have to relay this news to you. Please take note of the following steps:

First, as your safety is critically important to us, I want to let you know of the following information:

1. The vehicle should not be plugged in for charging. This could lead to a short-circuit and, in rare cases, a thermal event.
2. The vehicle can continue to be driven; however, it must be driven in hybrid mode only. Do not use sport mode or the shift paddles (if equipped) as this will charge the battery.

Next, while an In-Car Notification and official letter regarding this recall will be sent to you shortly, I wanted to address this matter with you directly and convey my sincere apologies. We have prioritized the repair of your vehicle, and the replacement parts are available now. This repair, as with all recalls, comes at no cost to you.

Lastly, we would like to offer you \$1000 as a goodwill gesture for your inconvenience, via Chase QuickPay or ISG check.

To redeem your cash offer and address further questions regarding this recall, we have made a dedicated BMW Customer Relations hotline available to assist you. Please reach out to speak with a representative at 1-855-269-3361. Our expert representatives can assist you in arranging for a repair or any other questions you may have.

Thank you for your continued patience and your trust in the BMW brand. Together with you, we look forward to shaping a sustainable and electrified future.

Yours sincerely,

Company
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BMW Group Company

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