

**From:** [Broadcast Messaging System](#)  
**To:** [DL-BMS Message Monitors](#)  
**Subject:** BMW Recall 21V-xxx: Outer Headrest Second Row - Update  
**Date:** Tuesday, March 9, 2021 3:00:40 PM

Publish Date: March 9, 2021  
From: Technical Service  
Expiration Date: March 23, 2021

DCSnet Message  
**Urgent**



**Subject: BMW Recall 21V-xxx: Outer Headrest Second Row - Update**

BMW AG has issued a Delivery Stop (effective February 26, 2021) on certain Model Year 2021 BMW X5 SAV and X7 SAV vehicles that were produced between February 8, 2021 and February 15, 2021.

As of today, March 9, 2021, this delivery stop has been upgraded to a recall. Please see attached for the Recall Notice and Q&A.

The revised bulletin (B52 04 21) with the inspection procedure has been posted on TIS and attached to this DCS. If the vehicle fails inspection, parts are not available. The expected failure rate is less than 10%. Please monitor the Parts Matrix for updates starting Monday.

Sincerely,  
Technical Service

Attachments: [B520421 Recall Notice\\_1615319746863.pdf](#)  
[B520421\\_2021-BMW-MY2021-G0x-SecondRowHeadrest-FAQ-\(9Mar2021\)\\_1615319746863.pdf](#)  
[B520421\\_REV02\\_1615319746863.pdf](#)

Recipients: BMW Passenger Cars, All Offering, All Region, All Areas, All Departments, All Personnel  
BMW Passenger Cars, CC-All





SIB 52 04 21

2021-03-09

## RECALL 21V-XXX : OUTER HEADREST SECOND ROW

This Service Information Bulletin (Revision 2) replaces SI B52 04 21 **dated March 2021**.

### What's New (Specific text highlighted):

- Change from delivery stop to recall
- Situation revised
- Cause, Correction, Procedure, Parts, Warranty sections added

Please perform the procedure outlined in this Service Information on all affected vehicles before customer delivery. In the event the customer has already taken delivery of the vehicle, please perform the procedure the next time the vehicle is in the shop.

### MODEL

E-Series	Model Description	Production Date
G05	X5 Sports Activity Vehicle	February 8, 2021 - February 15, 2021
G07	X7 Sports Activity Vehicle	February 8, 2021 - February 15, 2021

### AFFECTED VEHICLES

Vehicles which require this Campaign to be completed will show it as "Open" when checked either in AIR, the "Service Menu" of DCSnet (Dealer Communication System), ISPA Next or Warranty Vehicle Inquiry.

### SITUATION

BMW AG issued a Delivery Stop (effective February 26, 2021) on certain Model Year 2021 BMW X5 SAV and X7 SAV vehicles that were produced between February 8, 2021 and February 15, 2021. This has been changed to a Safety Recall as of March 9, 2021

The Recall Notice and Q&A have been attached for further information.

### CAUSE



Left and right outer headrests may have been installed which do not have a positive stop movement limiter at their highest position. During a frontal impact, unsecured items (e.g., luggage) in the rear could move forward and contact the rear seat, which could cause the headrest to detach from the seat.

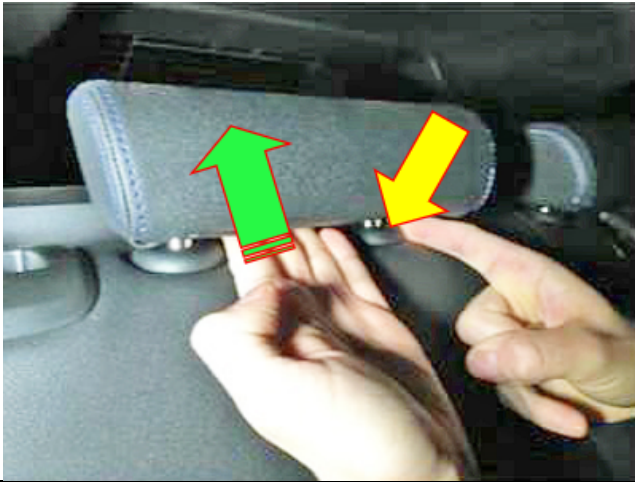
### CORRECTION

Check each headrest for the presence of the positive stop. If missing, replace the headrest.

### PROCEDURE

The checking procedure can be performed while kneeling on the rear seat cushion facing rearward.

1. On either outer headrest, squeeze the headrest height release button (yellow arrow) at the seatback top retaining collar.



With your other hand, raise the headrest as far as possible with a light effort. Do not use excessive force to attempt raising the headrest.



a. If the headrest cannot be lifted out of the seat, the positive stop is present.



b. Carefully check if the headrest post has 5 notches (circled).

- If 5 notches are present AND the headrest cannot be lifted out of the backrest, the headrest is OK and does not need to be replaced.
- If there are only 4 notches, OR the headrest CAN be lifted out of the backrest, the headrest is NOT OK and needs to be replaced.

Repeat Step 1 on the other headrest.

If the headrest can be easily lifted out, continue to Step 2.



2. On headrests-

- Which can be easily pulled completely out of the backrest
- Have 4 notches in the posts

Mark the headrest "NOK" (not OK) with a permanent marker or paint pen so that it cannot be confused for a good headrest.

3. Replace the headrest with a new unit.

4. Push the new headrest fully down into the backrest so that both posts lock into the seatback internal retainer.

5. Repeat Step 1 to ensure that the new headrest cannot be easily pulled fully out of the backrest.

6. Retain the original NOK headrest(s) that were removed until claim payment, and handle these parts accordingly.

## **PARTS INFORMATION**

Only use and invoice the part numbers below that apply.

Performing a part number look-up in ETK (EPC) by VIN or model in place of using/invoicing the following part numbers may result with the wrong part numbers being invoiced and installed, this could delay the payment of the claim.

Part Number	Description and color code	Quantity
52 20 7 939 509	Rear headrest, Black Merino leather VASW	Max. 2
52 20 7 939 503	Rear headrest, Black Vernasca leather MCSW	Max. 2
52 20 7 939 501	Rear headrest, Coffee Vernasca leather MCHF	Max. 2
52 20 7 939 506	Rear headrest, Coffee Merino leather VAHF	Max. 2

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52 20 7 939 508	Rear headrest, Tartufo Merino leather VATQ	Max. 2
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## **WARRANTY INFORMATION**

### **Stop-Sale Override during Vehicle RDR: Recall Repair Completed**

You will need to have the repair order (RO) number and the RO close date to retail (RDR) an affected vehicle only after it is repaired as required.

### **Recall-Specific Flat Rate Labor Operation Codes – Current Status**

The special flat rate labor operation codes listed below (Main and Plus) for this Recall repair **that must be used** to allow for claim submission will be available shortly

Reimbursement for this Recall will be via normal claim entry utilizing the applicable work package information below, and when required, the part number listed above that applies.

<b>Defect Code:</b>	<b>0052970100</b>	---
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### **Completion before the first vehicle delivery to a customer or the vehicle is already in the workshop**

<b>Work Pkg</b>	<b>Labor Operation</b>	<b>Description (Plus work)</b>	<b>Labor Allowance</b>
# 1	00 70 798	Check head restraint in 2nd row of seats on left and right <b>(No repair is necessary)</b>	3 FRU
Or:			
# 2	00 70 799	Check head restraint in 2nd row of seats on left and right, <b>replace one side</b>	3 FRU
Or:			
# 3	00 70 800	Check head restraint in 2nd row of seats on left and right, <b>replace both sides</b>	3 FRU

Or:

**The vehicle arrives at your center and this Recall shows open (No other Main work will be performed or claimed during this workshop visit)**

<b>Work Pkg</b>	<b>Labor Operation</b>	<b>Description (Main work)</b>	<b>Labor Allowance</b>
# 4	00 70 264	Check head restraint in 2nd row of seats on left and right <b>(No repair is necessary)</b>	5 FRU
Or:			
# 5	00 70 265	Check head restraint in 2nd row of seats on left and right, <b>replace one side</b>	5 FRU
Or:			
# 6	00 70 266	Check head restraint in 2nd row of seats on left and right, <b>replace both sides</b>	5 FRU

Only one of the flat rate labor operation codes listed above can be used for claim submission and reimbursement. Also, only one Main work flat rate labor operation code can be claimed per workshop visit.

## Claim Repair Comments

Only reference the SIB number and the work package (Pkg) number performed in the RO technician notes and the claim comments (For example: B52 04 21 WP 1), unless otherwise required by State law.

## Reimbursement of Prior Customer-Pay Repairs (TREAD Act)

Based on the issue and the age of the Affected Vehicles being addressed by this Safety Recall Campaign, a reimbursement request for a qualifying prior customer-pay repair is not likely.

However, if you receive a reimbursement request from a customer for a prior repair that may qualify, please contact the Warranty department (include a legible copy of the invoice) through IDS by selecting Coverage, Policy, Coding Questions and Mileage Corrections. The Warranty department will review and respond to your inquiry accordingly.

## QUESTIONS REGARDING THIS BULLETIN

Technical inquiries	Submit feedback at the top of this bulletin
Warranty inquiries	Please contact the Warranty department by either using the Live Chat that's available in the Warranty Documentation Portal or through IDS by selecting Coverage, Policy, Coding Questions and Mileage Corrections
Parts inquiries	Submit an IDS ticket to the Parts Department

### Supporting Materials

[picture\\_as\\_pdf B520421\\_2021-BMW-MY2021-G0x-SecondRowHeadrest-FAQ-\(9Mar2021\).pdf](#)

[picture\\_as\\_pdf B520421 Recall Notice.pdf](#)

## **SAFETY RECALL NOTICE**

To: All Center Operators, Sales Managers, Service Manager, Parts Manager and Warranty Processor

RE: Recall 21V-xxx: Outer Headrest Second Row – B52 04 21

BMW AG issued a Delivery Stop (effective February 26, 2021) on certain Model Year 2021 BMW X5 SAV and X7 SAV vehicles that were produced between February 8, 2021 and February 15, 2021. This has been changed to a Safety Recall as of March 9, 2021.

**Please be reminded that it is a violation of federal law (The Safety Act) for you to sell, lease or deliver any new motor vehicle covered by this notification until the recall repair has been performed. This means that centers may not legally deliver new motor vehicles to consumers until they are fixed or use/sell replacement equipment/parts subject to this recall. Note also that substantial civil penalties apply to violations of the Safety Act.**

**Also, you should not sell, lease or deliver any Certified Pre-Owned or used vehicles subject to a safety recall until the repair is completed.**

**Please follow any special instructions that we provide to you for the return or disposition of recall parts.**

We appreciate all your assistance with this Recall.

**Safety Recall 21V-xyz  
Second Row Headrest  
Model Year 2021  
BMW X5 SAV, X7 SAV  
Initial Release: 03/9/2021**

**Q1. Which BMW Group models in the US are potentially affected by this Safety Recall?**

A small number of Model Year 2021 BMW X5 SAV and X7 SAV models in the US, produced in Feb 2021, are potentially affected.

**Q2. What is the specific issue?**

The headrests in the outboard seats of the second row may have been designed for a different vehicle model.

**Q3. Why are other models / vehicles not included in this Safety Recall?**

Other models have been equipped with the appropriate headrests in the second row.

**Q4. Can I continue to drive my vehicle?**

Yes. However, when you receive a letter requesting you to make an appointment to have this Safety Recall performed by an authorized BMW center, please do so as soon as possible. If you are not the only driver of this vehicle, please advise all other drivers of this important information.

**Q5. Can I determine if this issue exists in my vehicle?**

No.

**Q6. How did BMW Group become aware of the issue?**

BMW Group became aware of the issue through its quality control procedures.

**Q7. How will I be informed of this Safety Recall?**

Letters will be mailed to owners in May via First Class mail advising them of this Safety Recall and requesting them to schedule an appointment with an authorized BMW center to have the remedy performed. Owners can locate their nearest authorized BMW center at [www.bmwusa.com/dealer](http://www.bmwusa.com/dealer). To ensure BMW has the most recent contact and vehicle information, owners should register their vehicle at [www.bmwusa.com/myBMW](http://www.bmwusa.com/myBMW). Registration is free and will give them access to factory-initiated campaigns and other information specific to their BMW.

**Q8. How will my vehicle be repaired?**

The outboard headrests in the second row will be inspected and, if necessary, replaced for free and may take about an hour.

**Q9. Do I have to wait for my letter to have my vehicle serviced?**

Yes. BMW is in the process of ensuring that the necessary tools, parts, and procedures are available prior to contacting owners to schedule an appointment with an authorized BMW center to have this important Safety Recall performed. For the latest updates to this Safety Recall, owners should visit [www.bmwusa.com/recall](http://www.bmwusa.com/recall).