



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

1200 New Jersey Avenue SE
Washington, DC 20590

October 4, 2022

Jonathan Gannon
BMW of North America, LLC
150 Chestnut Ridge Road
Woodcliff Lake, NJ 07677

NEF-107DM
22V-721

Subject: Headlights Missing Metallic Coating/FMVSS 108

Dear Jonathan Gannon:

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:

ROLLS-ROYCE/PHANTOM/2023

Mfr's Report Date: September 28, 2022

NHTSA Campaign Number: 22V-721

Components:

EXTERIOR LIGHTING:HEADLIGHTS

Potential Number of Units Affected: 2

Problem Description:

BMW of North America, LLC (BMW) is recalling certain 2023 Rolls-Royce Phantom vehicles. The headlights may not have received a metal coating application, which can result in the low beams not adequately illuminating road signs. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 108, "Lamps, Reflective Devices, and Associated Devices."

Consequence:

Improperly illuminated road signs may be difficult for the driver to read, increasing the risk of a crash.

Remedy:

Dealers will replace the headlights, free of charge. The affected vehicles are still at dealerships and therefore no owner notification letters will be mailed. Owners may contact Rolls-Royce customer service at 1-877-877-3735.

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.nhtsa.gov.

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).

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 eight 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.

BMW of North America, LLC's contact for this recall will be DeMara Magruder who may be reached by email at demara.magruder@dot.gov. We look forward to working with you.

Sincerely,



Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement