



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

1200 New Jersey Avenue SE  
Washington, DC 20590

October 17, 2022

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

NEF-107DM  
22V-747

**Subject:** Obstructed Rearview Camera Image/FMVSS 111

Dear Mr. 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:**

BMW/330E/2023

**Mfr's Report Date:** October 7, 2022

**NHTSA Campaign Number:** 22V-747

**Components:**

BACK OVER PREVENTION:SOFTWARE

**Potential Number of Units Affected:** 1,296

**Problem Description:**

BMW of North America, LLC (BMW) is recalling certain 2023 330e and 330e xDrive hybrid electric vehicles. After shifting into reverse, the rearview camera software may cause a portion of the rearview image to be obstructed. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 111, "Rear Visibility."

**Consequence:**

An obstructed rearview image can reduce the driver's visibility of what is behind the vehicle, increasing the risk of a crash.

**Remedy:**

Dealers will update the rearview camera software, free of charge. Owner notification letters are expected to be mailed November 29, 2022. Owners may contact BMW customer service at 1-80-525-7417.

**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.nhtsa.gov](http://www.nhtsa.gov).

We have received BMW's proposed owner notification letter and it is approved for distribution.



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](mailto:demara.magruder@dot.gov). We look forward to working with you.

Sincerely,



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