

From: [Broadcast Messaging System](#)
To: [DL-BMS Message Monitors](#)
Subject: BMW Recall 23V-xxx: 2nd Row Head Restraints
Date: Wednesday, April 5, 2023 3:07:18 PM

Publish Date: April 5, 2023
From: Technical Service
Expiration Date: April 19, 2023

DCSnet Message
Urgent



Subject: **BMW Recall 23V-xxx: 2nd Row Head Restraints**

BMW AG has issued a Delivery Stop (effective March 29, 2023) on certain Model Year 2023 BMW X5 SAV and X5 M SAV vehicles that were produced between January 9, 2023, and January 20, 2023.

As of April 5, 2023, this Delivery Stop has been upgraded to a Non-Compliance Recall.

The second row seats have head restraints from the seat supplier that may not meet specifications. The head restraint guides may not have a locking tab. In certain crashes, if the head restraint were to move downward, this could increase the risk of injury.

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

The bulletin will be updated when additional information becomes available.

Sincerely,
Technical Service

Attachments: [B520923 Recall Notice\[1680721526223\].pdf](#)
 [B520923_23V-xyz-2ndRowSeatHeadRestraint-FAQ-\(05Apr2023\)\[1680721526223\].pdf](#)
 [B520923_REV01\[1680721526223\].pdf](#) [B520923 Recall Notice\[1680721526223\].pdf](#)
[B520923_23V-xyz-2ndRowSeatHeadRestraint-FAQ-\(05Apr2023\)\[1680721526223\].pdf](#)
[B520923_REV01\[1680721526223\].pdf](#)

Recipients: BMW Passenger Cars, All Offering, All Region, All Areas, All Departments, All Personnel
BMW SAV (Light Trucks), All Offering, All Region, All Areas, All Departments, All Personnel
BMW Passenger Cars, CC-All
BMW SAV (Light Trucks) C.C-All



SIB 52 09 23

2023-04-05

RECALL 23V-XXX: 2nd ROW HEAD RESTRAINTS

What's New:

- This Delivery Stop has been upgraded to a Non-Compliance Recall.
- Defect Code has been updated
- The Situation section has been updated
- Recall Notice and FAQ have been added

MODEL

E-Series	Model Description	Production Date
F95	X5 M Sports Activity Vehicle	January 9, 2023 – January 10, 2023
G05	X5 Sports Activity Vehicle	January 9, 2023 – January 20, 2023

AFFECTED VEHICLES

Vehicles which require this campaign to be completed will show it as “Open” when checked either in AIR, AWP, Campaign Summary or Warranty Vehicle Inquiry.

Please make sure you check your dealer inventory as soon as possible. You can see a list of affected vehicles in Inventory Campaign Details (ICD) under ROSS.

SITUATION

BMW AG has issued a Delivery Stop (effective March 29, 2023) on certain Model Year 2023 BMW X5 SAV and X5 M SAV vehicles that were produced between January 9, 2023, and January 20, 2023.

As of April 5, 2023, this Delivery Stop has been upgraded to a Non-Compliance Recall.

The second row seats have head restraints from the seat supplier that may not meet specifications. The head restraint guides may not have a locking tab. In certain crashes, if the head restraint were to move downward, this could increase the risk of injury.

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

The bulletin will be updated when additional information becomes available.

Supporting Materials

[picture_as_pdf B520923_23V-xyz-2ndRowSeatHeadRestraint-FAQ-\(05Apr2023\).pdf](#)

[picture_as_pdf B520923 Recall Notice.pdf](#)

NON-COMPLIANCE RECALL NOTICE

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

RE: Recall 23V-xxx: 2nd Row Head Restraints – B52 09 23

BMW AG has issued a Delivery Stop (effective March 29, 2023) on certain Model Year 2023 BMW X5 SAV and X5 M SAV vehicles that were produced between January 9, 2023, and January 20, 2023.

As of April 5, 2023, this Delivery Stop has been upgraded to a Non-Compliance Recall.

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.

Non-Compliance Recall
23V-xyz
Second Row Seat
Outboard Head Restraints
Model Year 2023
BMW X5 SAV
Issue Date: 04/05/2023

- Q1. Which BMW Group models in the US are potentially affected by this Non-Compliance Recall?**
Certain Model Year 2023 BMW X5 SAV models in the US are potentially affected.
- Q2. What is the specific issue?**
The second row seats have head restraints from the seat supplier that may not meet specifications. The head restraint guides may not have a locking tab. In certain crashes, if the head restraint were to move downward, this could increase the risk of injury.
- Q3. Why are other models / vehicles not included in this Non-Compliance Recall?**
Other models have second row seats that meet specifications.
- Q4. Can I continue to drive my vehicle?**
Yes. However, when you are notified by BMW of this Non-Compliance Recall, please contact an authorized BMW center to schedule an appointment as soon as possible. For the latest updates to this Non-Compliance Recall, please visit [bmwusa.com/recall](https://www.bmwusa.com/recall). **If you are not the only driver of this vehicle, please advise all other drivers of this important information.**
- Q5. How did BMW Group become aware of the issue?**
BMW Group became aware of the issue through its quality control procedures.
- Q6. How will I be informed of this Non-Compliance Recall?**
Owners of potentially affected vehicles will be notified via First Class mail and requested to schedule an appointment with an authorized BMW center to have the remedy performed. Owners can locate their nearest authorized BMW center at [bmwusa.com/dealer](https://www.bmwusa.com/dealer).
- To ensure BMW has the most up-to-date contact and vehicle information, owners should register their vehicle at www.bmwusa.com/myBMW. Registration is free and will give them access to other information specific for their BMW vehicle. Alternatively, owners can visit [bmwusa.com/recall](https://www.bmwusa.com/recall) and click on “**Manage recall notices and contact information**”.
- Q7. How will my vehicle be remedied?**
Potentially affected vehicles will have the second row seat outboard head restraint guides inspected and, if necessary replaced for free, which should take about an hour.
- Q8. Do I have to wait for BMW to contact me to have the remedy performed?**
Yes. We are in the process of implementing this Non-Compliance Recall to ensure that the necessary parts, tools, and procedures are available. For the latest updates to this recall, please visit [bmwusa.com/recall](https://www.bmwusa.com/recall).