



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

1200 New Jersey Avenue SE
Washington, DC 20590

August 7, 2024

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

NEF-107DM
24V-576

Subject: Starter Motor May Fail and Overheat

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/340XI/2020
BMW/740I/2020-2021
BMW/740XI/2020-2021
BMW/840I/2020
BMW/840XI/2020
BMW/M340I/2020
BMW/M340XI/2020
BMW/X5/2019-2020
BMW/X6/2020
BMW/X7/2019-2020

Mfr's Report Date: August 1, 2024

NHTSA Campaign Number: 24V-576

Components:

ELECTRICAL SYSTEM:STARTER ASSEMBLY
ENGINE AND ENGINE COOLING:ENGINE:ENGINE CONTROL MODULE (ECU/ECM):SOFTWARE

Potential Number of Units Affected: 105,588

Problem Description:

BMW of North America, LLC is recalling certain 2019-2020 X5, X7, 2020 3 Series Sedan, X6, 2020-2021 7 Series Sedan, 2020 8 Series Convertible, 8 Series Coupe, and 2020 8 Series Gran Coupe vehicles. Please see the recall report for the complete list of models. In the event the starter motor fails, repeated attempts to start the vehicle can cause the starter motor to overheat from an electrical overload.

Consequence:

A starter motor that overheats can ignite nearby combustible material in the engine compartment, increasing the risk of a fire.

Remedy:

Dealers will update the vehicle software, free of charge. Owner notification letters are expected to be mailed September 23, 2024. Owners may contact BMW customer service at 1-800-525-7417.

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.

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, 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).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

As stated in 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 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. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

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