



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

1200 New Jersey Avenue SE
Washington, DC 20590

October 22, 2024

Mr. Jonathan Gannon
BMW of North America, LLC
P.O. Box 1227
Westwood, NJ 07675-1227

NEF-107DM
24V-772

Subject: Front Passenger Air Bag Fabric May Be Damaged

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/X3/2025

Mfr's Report Date: October 17, 2024

NHTSA Campaign Number: 24V-772

Components:

AIR BAGS:PASSENGER SIDE FRONTAL:CUSHION

Potential Number of Units Affected: 7

Problem Description:

BMW of North America, LLC (BMW) is recalling certain 2025 X3 xDrive30i and X3 M50i vehicles. The front passenger air bag fabric may have been damaged during transport between suppliers.

Consequence:

A damaged air bag may not inflate properly, increasing the risk of injury in a crash.

Remedy:

Dealers will replace the front passenger air bag, free of charge. None of the affected vehicles have been sold yet and therefore no owner notification letters will be mailed. 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