



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

1200 New Jersey Avenue SE  
Washington, DC 20590

November 7, 2024

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

NEF-107DM  
24V-829

**Subject:** Insufficient Strength in B-Pillar Structure

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/X1/2025

**Mfr's Report Date:** November 4, 2024

**NHTSA Campaign Number:** 24V-829

**Components:**

STRUCTURE:BODY:ROOF AND PILLARS

**Potential Number of Units Affected:** 3,312

**Problem Description:**

BMW of North America, LLC (BMW) is recalling certain 2025 X1 xDrive28i and X1 M35i vehicles. The left and right-side B-Pillar reinforcement plates may have been manufactured with insufficient structural strength.

**Consequence:**

A B-Pillar structure with reduced strength may not adequately protect passengers in a crash, increasing the risk of injury.

**Remedy:**

The remedy is currently under development. Owner notification letters are expected to be mailed December 27, 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](http://www.nhtsa.gov).

**Please ensure the following requirements are met:**

A description of the manufacturer's program for remedying the defect or noncompliance (49 CFR 573.6 (c)(8)(i)).

**AMENDED 573 REQUIRED.**



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

Sincerely,



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