

From: [Broadcast Messaging System](#)
To: [DL-BMS Message Monitors](#)
Subject: BMW Recall 24V-xxx: Passenger Air Bag
Date: Thursday, October 17, 2024 3:03:11 PM

Publish Date: October 17, 2024
From: Technical Service
Expiration Date: October 31, 2024

DCSnet Message
Urgent



Subject: **BMW Recall 24V-xxx: Passenger Air Bag**

BMW AG has issued a Delivery Stop on a small number of Model Year 2025 BMW vehicles that were produced between July 16, 2024 – August 19, 2024.

As of October 17, 2024, this Delivery Stop has been upgraded to a Safety Recall.

During supplier handling, the front passenger air bag may have become damaged. In a crash in which air bag deployment is needed, it may not inflate appropriately, which could increase the risk of injury.

Do not deliver to a customer, a New, Certified Pre-Owned or Used vehicle subject to a Delivery Stop, until the vehicle is repaired. Do not use or sell replacement equipment/parts subject to a Delivery Stop.

The Recall Notice and FAQ have been attached for further information.

The bulletin will be updated when additional information becomes available.

Sincerely,
Technical Service

Attachments: [B653024\[1729190832935\].pdf](#)
 [B653024 Recall Notice\[1729190832935\].pdf](#)
 [B653024_24V-xyz-G45-FrontPassengerAirBag-FAQ-\(17Oct2024\)\[1729190832935\].pdf](#)
[B653024\[1729190832935\].pdf](#)
[B653024 Recall Notice\[1729190832935\].pdf](#)
[B653024_24V-xyz-G45-FrontPassengerAirBag-FAQ-\(17Oct2024\)\[1729190832935\].pdf](#)

Recipients: All, 21234, BMW/MINI of Nashville, All Departments, All Personnel
All, 50201, Berkshire BMW, All Departments, All Personnel
All, 53082, BMW/MINI of South Miami, All Departments, All Personnel
All, 79100, BMW of Silver Spring, All Departments, All Personnel



SIB 65 30 24

2024-10-17

RECALL 24V-XXX: PASSENGER AIR BAG

What's New:

- Title Changed
- This Delivery Stop has been upgraded to a Safety Recall
- Situation section updated
- Recall Notice and FAQ added

MODEL

E-Series	Model Description	Production Date
G45	X3 Sports Activity Vehicle	July 16, 2024 – August 19, 2024

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. As of October 11, 2024, you can see a list of affected vehicles in Inventory Campaign Details (ICD) under ROSS.

SITUATION

BMW AG has issued a Delivery Stop on a small number of Model Year 2025 BMW vehicles that were produced between July 16, 2024 – August 19, 2024.

As of October 17, 2024, this Delivery Stop has been upgraded to a Safety Recall.

During supplier handling, the front passenger air bag may have become damaged. In a crash in which air bag deployment is needed, it may not inflate appropriately, which could increase the risk of injury.

Do not deliver to a customer, a New, Certified Pre-Owned or Used vehicle subject to a Delivery Stop, until the vehicle is repaired. Do not use or sell replacement equipment/parts subject to a Delivery Stop.

The Recall Notice and FAQ have been attached for further information.

The bulletin will be updated when additional information becomes available.

Supporting Materials

[picture_as_pdf B653024 Recall Notice.pdf](#)

[picture_as_pdf B653024_24V-xyz-G45-FrontPassengerAirBag-FAQ-\(17Oct2024\).pdf](#)

SAFETY RECALL NOTICE

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

RE: Recall 24V-xxx: Passenger Air Bag – B65 30 24

BMW AG has issued a Delivery Stop on a small number of Model Year 2025 BMW vehicles that were produced between July 16, 2024 – August 19, 2024.

As of October 17, 2024, this Delivery Stop has been upgraded to a Safety 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.

Safety Recall
24V-xyz
Front Passenger Air Bag
Model Year 2025
BMW X3 SAV
Issue Date: 10/17/2024

Q1. Which BMW models in the US are potentially affected by this Safety Recall?

Model Year 2025 BMW X3 SAV models in the US are potentially affected.

Q2. What is the specific issue?

During supplier handling, the front passenger air bag may have become damaged. In a crash in which air bag deployment is needed, it may not inflate appropriately, which could increase the risk of injury.

Q3. Why are other models / vehicles not included in this Safety Recall?

Other models / vehicles have a front passenger air bag which is not damaged.

Q4. Can I continue to drive my vehicle?

Yes. However, when you are notified by BMW of this Safety Recall that a remedy is available, please contact an authorized BMW center to schedule an appointment as soon as possible. For the latest updates to this Safety Recall, please visit 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 become aware of the issue?

BMW became aware of the issue through its quality control procedures.

Q6. How will I be informed of this Safety Recall?

Owners of potentially affected vehicles will be notified via First Class mail advising them of this Safety Recall and to schedule an appointment with an authorized BMW center as soon as possible to have the remedy performed. To locate your nearest authorized BMW center, please visit bmwusa.com/dealer.

To ensure BMW has the most up-to-date contact and vehicle information, owners should register their vehicle at 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 and click on “**Manage recall notices and contact information**”.

Q7. How will my vehicle be remedied?

The front passenger air bag will be replaced for free which should take about one 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 Safety Recall to ensure that the necessary parts, tools, and procedures are available. For the latest updates to this Safety Recall, please visit bmwusa.com/recall.