



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

1200 New Jersey Avenue SE  
Washington, DC 20590

May 8, 2025

Mr. Vincent D'Auria  
Polestar Automotive USA, Inc.  
270 Three Point Drive  
Ridgeville, SC 29485

NEF-107DC  
25V-293

**Subject:** Rearview Camera Image May Not Display/FMVSS 111

Dear Mr. D'Auria:

This letter serves to acknowledge Polestar Automotive USA, Inc.'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:**  
POLESTAR/POLESTAR 3/2025

**Mfr's Report Date:** May 7, 2025

**NHTSA Campaign Number:** 25V-293

**Components:**  
BACK OVER PREVENTION:SOFTWARE

**Potential Number of Units Affected:** 3,664

**Problem Description:**

Polestar Automotive USA, Inc. (Polestar) is recalling certain Polestar 3 vehicles. The rearview camera image may not display when the vehicle is placed in reverse. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 111, "Rear Visibility."

**Consequence:**

A rearview camera image that does not display reduces the driver's view of what is behind the vehicle, increasing the risk of a crash.

**Remedy:**

The software will be updated by a dealer or through an over-the-air (OTA) update, free of charge. Owner notification letters are expected to be mailed July 1, 2025. Owners may contact Polestar's customer service at 1-800-806-2504. Polestar's number for this recall is RP1057.

**Notes:**

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 888-327-4236 (TTY 888-275-9171) or go to [nhtsa.gov](https://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).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

As stated in Part 573.7, submission of the first of six 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.

Polestar Automotive USA, Inc.'s contact for this recall will be Debora Crews who may be reached by email at [debora.crews@dot.gov](mailto:debora.crews@dot.gov). We look forward to working with you.

Sincerely,



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