



SIB 52 05 25

2025-02-28

SEAT MEMORY INOPERATIVE WITHOUT USING A DRIVER PROFILE

☒ THIS REPAIR IS MOBILE FRIENDLY
MODEL

F44 (2 Series Gran Coupe)	F90 (M5 Sedan)	F91 (M8 Convertible)	F92 (M8 Coupe)
F93 (M8 Gran Coupe)	F95 (X5 M Sports Activity Vehicle (SAV))	F96 (X6 M Sports Activity Coupe (SAC))	F97 (X3 M SAV)
F98 (X4 M SAC)	G01 (X3 SAV)	G02 (X4 SAC)	G05 (X5 SAV)
G06 (X6 SAC)	G07 (X7 SAV)	G09 (XM SAV)	G12 (7 Series Sedan)
G14 (8 Series Convertible)	G15 (8 Series Coupe)	G16 (8 Series Gran Coupe)	G20 (3 Series Sedan)
G22 (4 Series Coupe)	G23 (4 Series Convertible)	G26 (4 Series Gran Coupe)	G29 (Z4 Roadster)
G30 (5 Series Sedan)	G42 (2 Series Coupe)	G70 (7 Series Sedan)	G82 (M4 Coupe)
G83 (M4 Convertible)	i20 (iX SAV)	U11 (X1 SAV)	

SITUATION

The customer states:

- The driver's seat will not return to its last saved position. No seat memory.
- The heated seats settings in the menu are missing/different than in their previous BMW vehicle. They can no longer select, under the climate rules, at what temperature Fahrenheit the heated seats will automatically turn on.
- Certain other "apps" and functions are not available
- The driver's seat moves to an unknown memory position

CAUSE

- Customer profile integration
- Use of the same driver profile in two vehicles being used at the same time by different drivers

CORRECTION

- Explain the advantages of the customer profile to the customer
- Ensure the customer is using a separate driver profile for different drivers in multiple vehicles

PROCEDURE

1. These vehicles require the use of a BMW ID and driver profile for memory functions. For details see Service Information Bulletin [B65 04 22](#).
2. If the customer states that the wrong profile is coming up and the seat is adjusting to the wrong position, check the I-Level of the vehicle:
 - If the I-Level is currently lower than S18A-24-07-525, program the vehicle as per Service Information Bulletin [B65 20 24](#)

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- If the I-Level is currently at S18A-24-07-525 or higher, check the customer profile, email used and ESA. Ensure that customer does not have two vehicles being used at the same time with the same email address linked. This can cause changes made in one vehicle to affect both vehicles.
3. For customer concerns about heated surfaces, memory, driver profile and the difference between Service Pack 2018 (SP18) and SP21 vehicles; see Service Information Bulletin [B64 02 23](#).
4. Reference vehicle-specific information in **TECHNIPEDIA**.

PARTS INFORMATION
Not applicable

CLAIM INFORMATION
This Service Information Bulletin provides vehicle specification and technical-related information.

FEEDBACK REGARDING THIS BULLETIN

Technical Feedback	To submit feedback for the technical topic of this bulletin: Submit your feedback in the rating box at the top of this bulletin
Warranty Feedback	To submit feedback for the CLAIMS section of this bulletin: Submit an IDS ticket to the Warranty Department, or use the chat available in the Warranty Documentation Portal
Parts Feedback	To submit feedback for the PARTS section of this bulletin: Submit an IDS ticket to the Parts Department

