



May 2012

**Recall Campaign No. 12V-176: Head Restraints**

Dear BMW Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

BMW AG has decided that certain Model Year 2012 3 Series Sedans fail to conform to Federal Motor Vehicle Safety Standard No. 202a (Head Restraints). Our records indicate that you are the owner of a potentially affected vehicle.

We sincerely apologize for any inconvenience this may cause you.

**DESCRIPTION OF PROBLEM**

When the head restraint is adjusted to the highest position, it may unexpectedly move downward slightly (25mm or approximately one inch) in the event of a vehicle crash, thus increasing the risk of personal injury.

**DESCRIPTION OF REPAIR**

A bracket will be attached to the head restraint post of each front seat. Please note that this bracket will be attached to the post inside the seat, so it will not be visible.

The actual repair will require approximately 20 minutes; however, additional time may be required depending on the BMW center's scheduling and processing. This work will be performed free of charge by your authorized BMW center.

**Do not leave this problem unattended. Please take note of and observe the following precautions.**

**PRECAUTIONS FOR YOUR SAFETY**

- 1. CONTACT YOUR AUTHORIZED BMW CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

**OTHER INFORMATION**

If you are no longer the owner of this vehicle, we would appreciate you furnishing us with the name and address of the new owner, using the enclosed postage-paid card.

If you are a lessor of this vehicle, federal regulations require you to forward this notice to your lessee within ten days.

**Company**  
BMW of North America, LLC

BMW Group Company

**Mailing Address**  
PO Box 1227  
Westwood, NJ  
07675-1227

**Telephone**  
(800) 525-7417

**Fax**  
(201) 930-8362

**E-mail**  
CustomerRelations@  
bmwusa.com

**Website**  
bmwusa.com

If you have already had this repair performed at your own expense, please see the attachment regarding possible eligibility for reimbursement.

**Should you have any questions about this campaign, please contact your authorized BMW center.**

Again, we sincerely apologize for any inconvenience this may cause you.

We appreciate your confidence in our product, and we wish to do everything we can to retain your confidence. Should you need additional assistance, you may contact BMW Customer Relations and Services at 1-800-525-7417, or via email at [CustomerRelations@bmwusa.com](mailto:CustomerRelations@bmwusa.com).

If the BMW center is unable to remedy the defect without charge or within a reasonable period of time, you may notify the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590; call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

*BMW recommends that you always wear your safety belt and that all passengers are properly seated and restrained at all times.*

BMW OF NORTH AMERICA, LLC

TREAD ACT CUSTOMER REIMBURSEMENT PLAN  
(BMW of North America, LLC)

If you have paid for the repair described in the attached letter, and you would like your payment to be considered for reimbursement, please contact your authorized BMW center. Expenses from repair facilities outside of the BMW center network will be considered; however, the repair procedure must meet BMW standards.

Your authorized BMW center will request a copy of your owner notification letter, as well as, a copy of your previously paid invoice, and then inspect the vehicle (if it is still in your possession) prior to submitting a claim on your behalf to BMW of North America, LLC for reimbursement.

Please note the following:

- Only a repair that is the subject of this safety recall is reimbursable. Consequential expenses such as towing, rental, accommodations, damage repairs, etc will not be reimbursed.
- The Manufacturer's Suggested Retail Price (MSRP) for BMW Genuine Parts will be considered as the guideline for reasonable charges.
- Expenses for repairs performed more than 10 days after the date of the last owner notification letter sent by BMW are not eligible for reimbursement.
- Taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.

We anticipate that your authorized BMW center will be able to answer any questions that you may have regarding your qualifications for reimbursement of a previous repair. If you qualify for such a reimbursement, they will also be able to advise you of the manner in which you could receive reimbursement.

We recommend that your authorized BMW center be your primary contact on this issue; however, our Customer Relations and Services Department may be contacted at 1-800-831-1117 for any special assistance that you may require.

Alternatively, you may submit your request for reimbursement to the following address:

Customer Relations and Services Department  
BMW of North America, LLC  
P.O. Box 1227  
Westwood, NJ 07675-1227

Please note, if you choose to submit a request for reimbursement to the Customer Relations and Services department, your vehicle will still need to be inspected (if it is still in your possession) at an authorized BMW center before a claim can be submitted for consideration. This is to ensure that prior repairs associated with this recall completed at an outside facility meet BMW standards.