

BMW



August 2013

Recall Campaign No. 13V-172: Passenger Frontal Air Bag System

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 a defect, which relates to motor vehicle safety, exists in certain Model Year 2002-2003 3 Series vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

We sincerely apologize for any inconvenience this may cause you.

IMPORTANT NOTICE

Please note that we had informed you of this matter by letter in early July, and indicated that the necessary parts for your vehicle were not yet available. In our July letter, we stated that we would inform you when parts were available, and to schedule a visit with your authorized BMW center at that time. With this letter, we are pleased to inform you that the necessary parts are now available, and we encourage you to schedule an appointment with your authorized BMW center as soon as possible.

DESCRIPTION OF PROBLEM

BMW's air bag supplier informed us that the passenger frontal air bag system may have been manufactured with propellant that was not produced to specification. As a result, in the event of a crash necessitating deployment of the passenger's frontal air bag, the inflator could rupture, with metal fragments striking and potentially injuring the occupants in affected vehicles. In rare cases, a fire could start.

PLEASE NOTE: If the front passenger seat is not occupied, the airbag on the front passenger side will not deploy in the case of a crash.

DESCRIPTION OF REPAIR

The passenger frontal air bag system will be replaced.

The actual repair will require approximately one hour; however, additional time may be required, depending on the BMW center's schedule. This work will be performed free of charge by your authorized BMW center.

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
customer.relations@
bmwusa.com

Website
bmwusa.com

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

Should you need BMW Roadside Assistance, they can be contacted at 1-800-332-4269.

If you are no longer the owner of this vehicle, we would appreciate your 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.

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, please contact BMW Customer Relations and Services via email at CustomerRelations@bmwusa.com or by calling 1-800-525-7417.

If your 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.

Sincerely yours,

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 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 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