

July 2003

Recall Campaign No. 03V-240: DME Software Update

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 2002 and 2003 Model Year BMW 7 Series vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

D DEFECT

The defect involves the electronic programming of the digital engine management control unit. This can result in a rough-running engine. If this happens, the check engine light will illuminate, and the message "engine malfunction, drive with moderation" will appear in the vehicle's instrument cluster message display area. In certain extreme cases, the engine could stall. In those cases, the driver may not be able to restart the engine.

Depending on the level of engine roughness, or stalling, as well as, traffic conditions and the driver's reactions, this could lead to a crash.

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- 1. CONTACT YOUR AUTHORIZED BMW CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. If you experience either a rough-running engine, an illumination of the check engine light, or a display of "engine malfunction, drive with moderation" in the vehicle's instrument cluster message area, then you should pull over carefully as soon as possible to a safe location and away from traffic. Do not continue to drive the vehicle. Contact BMW roadside assistance at 1-800-332-4269 immediately to have the vehicle brought to the nearest authorized BMW center.**
- 3. BMW recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.**
- 4. If you are not the only driver of this vehicle, please advise all other drivers of this important information.**

The repair will consist of reprogramming the digital engine management control unit.

The complete repair process will take approximately five hours. This work will be performed free of charge by your Authorized BMW center. Additional time may be required depending on the BMW center's scheduling and processing.

NOTE

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.

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.

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 at 1-800-831-1117.

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, 400 Seventh St., S.W., Washington, DC 20590, or call the toll-free Auto Safety Hotline at 1-888-327-4236.

BMW OF NORTH AMERICA, LLC