

BMW



February, 2012

Recall Campaign No. 11V-438: Lamps in Rear Quarter Panel

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 2002-05 3-Series sedans. 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

You should have already received a letter from us alerting you to this issue.

This is a follow-up letter to inform you that parts are now available. Therefore, we ask that you schedule a visit with your authorized BMW center in order to have this repair completed.

DESCRIPTION OF PROBLEM

The issue involves the rear lamps on your vehicle. Specifically, it involves the portion of the lamp in the vehicle's rear quarter panel. Due to material specification and environmental factors, one or more lamp functions (tail, brake, turn-signal) within the rear quarter panel may stop working.

Please note that the other portion of the rear lamp, in the vehicle's trunk lid, is not affected.

Do not leave this problem unattended. Depending on traffic and road conditions and the driver's reactions, this could increase the risk of a crash.

PRECAUTIONS FOR YOUR SAFETY

- 1. CONTACT YOUR AUTHORIZED BMW CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. If the vehicle is experiencing this condition, a number of visual and audible warnings are provided. If the condition involves the tail lamp or brake lamp, then a warning symbol is provided in the vehicle's "message center" in the instrument panel. Item 3 below contains an image, from the Owner's Manual, of the warning symbol. If the condition involves the turn signal, then the turn signal symbol in the instrument panel flashes (and sounds) at twice its normal frequency. In addition, each time the vehicle is started, an audible signal is made.**

Company
BMW of North America, LLC

BMW Group Company

Mailing address
PO Box 1227
Westwood, NJ
07675-1227

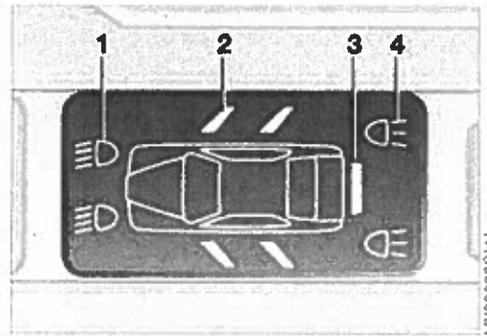
Telephone
(800) 525-7417

Fax
(201) 930-8362

E-mail
customer.relations@
bmwusa.com

Website
bmwusa.com

3. The image below, from the Owner's Manual, depicts the warning symbol (see icon "4") that is displayed in the vehicle's "message center" in the instrument panel if the tail lamp or brake lamp is experiencing this condition.



4. If one of the tail lamp warning symbols appear (4), please drive carefully and cautiously, as the driver of the vehicle behind you may not notice that one of the rear lamps are not working.
5. If this condition is present, and if you feel unsafe, please contact BMW Roadside Assistance at 1-800-332-4269 immediately to have your vehicle brought to the nearest authorized BMW center.
6. BMW recommends that you always wear your safety belt and that all passengers are properly seated and restrained at all times.
7. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.

DESCRIPTION OF REPAIR

An additional electrical ground connection to the circuit of the lamps in the vehicle's rear quarter panel will be installed. The lamps will also be checked for proper functionality. If they are not operating properly, then they will be repaired which could include replacement of the lamp's 8-pin connector housing, if necessary.

The actual repair will require approximately one hour; 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.

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, you may contact BMW Customer Relations and Services at 1-800-525-7417, or via Email at 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 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