

# BMW Group

12V-176  
(2 Pages)  
Amended

April 27, 2012

Ms. Nancy Lummen Lewis  
Associate Administrator for Enforcement  
National Highway Traffic Safety Administration  
1200 New Jersey Ave., S.E.  
Washington, DC 20590

**RE: Recall Campaign  
Head Restraints  
2012 BMW 3-Series Sedan**

Dear Ms. Lewis:

This is an amendment to our April 19, 2012 Part 573 report, and is being sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act of 1966 and 49 CFR Part 573.

Pursuant to Section 573.6(c), we are amending our April 19, 2012 report to add the following information indicated in **bold**.

1. Manufacturer: Bayerische Motoren Werke AG (BMW)

Designated Agent: Thomas C. Baloga  
Vice President, Engineering-US  
BMW of North America, LLC  
200 Chestnut Ridge Rd. (Bldg. 150)  
Woodcliff Lake, NJ 07677

2. Make: BMW

Model Year / Model Inclusive dates of manufacture  
2012 / 3-Series Sedan **Oct. 19, 2011 – Mar. 18, 2012**

3. The number of vehicles affected is **approximately 7,600**.

4. The percentage of vehicles affected is estimated to be 100%.

5. The issue involves the manually adjustable head restraints of the front seats. The head restraints have been designed to accommodate a wide range of occupants including very tall persons. At the highest head restraint height, the vehicle satisfies our internal crash test requirements. Section S4.2.6 of FMVSS 202a specifies requirements for a height retention test that unfortunately is not satisfied at the highest head restraint height. Under FMVSS 202a, a 50 N downward force is applied to the top of the head restraint with the rounded surface of a 165 mm diameter cylinder in order to establish an initial reference position. During the application of this load, the head restraint must not move downward more than 25 mm. An error in a laboratory test was made in that the head restraint's initial test position did not correspond to the highest possible position, but instead to the highest locked position. As a result, the downward movement limit of 25mm

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allowed by the standard can be exceeded in the highest position. Therefore the vehicles do not fully conform to FMVSS 202a.

6. Not applicable.
7. On March 23, 2012, BMW became aware of this matter while checking a supplier's test report. The test report and discussions with the supplier indicated that there may have been an error in the test setup.

On March 30, 2012 BMW conducted a review of available information which suggested that the test setup by the supplier may have been misinterpreted.

On April 2, 2012, engineering analysis was performed relative to the requirements of FMVSS 202a.

On April 5, 2012, further testing was initiated.

On April 12, 2012, BMW confirmed that the downward movement limit of 25mm allowed by the standard could be exceeded, and that affected vehicles do not conform to Section 4.2.6 of FMVSS 202a. A vehicle hold was issued.

To correct the non-compliance, the maximum height of the head restraint will be set to a lower position. The head restraint post of vehicles in BMW's possession will be fitted with a clamp **to reduce the highest vertical movement.**

**In order to have all new 3-Series sedans with the same head restraint height configuration, BMW decided to conduct a voluntary recall on April 26, 2012.**

BMW has not received any reports, nor is BMW otherwise aware of any accidents or injuries related to this issue.

8. **BMW will conduct a recall campaign to remedy the affected vehicles. A bracket will be attached to the front seat head restraint posts which will result in a reduction in vertical adjustment.**

**BMW expects to begin and complete dealer notification in April. BMW expects to begin and complete owner notification in May.**

9. Not applicable.
10. **A copy of the Service Bulletin will be submitted when available.**
11. **A draft copy of the owner notification letter is attached.**
12. Not applicable.

Sincerely,



David Cordero  
Safety Integrity and Recall Manager

**Attachment**