BMW

December 2012

Recall Campaign No. 12V-502: Rollaway

Dear BMW Owner:

BMW is sending to you this interim notice to inform you of a Recall 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 2005-2008 7 Series vehicles equipped with the Comfort Access option. Our records indicate that you are the owner of a potentially affected vehicle.

DESCRIPTION OF PROBLEM

This Recall involves the keyless ignition system of vehicles equipped with the Comfort Access option. When parking (P) a vehicle in Comfort Access mode (the key has NOT been inserted into the key slot on the vehicle's instrument panel), drivers may inadvertently press the Start/Stop button more than once and in rapid succession. Pressing the Start/Stop button in this fashion may trigger an "emergency mode"[1] and cause the transmission to automatically shift to Neutral (N), not Park (P). If the driver did not notice this shift to Neutral (N), and opened the door to exit the vehicle, audible and visual warning signals would be activated to alert the driver that the transmission is still in Neutral (N). If these warnings are ignored or are not noticed and the vehicle is left in Neutral (N), it could roll away and strike a person or property, causing personal injuries and/or property damage.

BMW is reminding all owners that the Start/Stop button should only be pressed one time when either starting or stopping the vehicle. Otherwise, if the vehicle is operating in Comfort Access mode (the key has NOT been inserted into the key slot on the vehicle's instrument panel), the transmission could shift to Neutral instead of Park if the Start/Stop button is pressed more than once and in rapid succession.

DESCRIPTION OF REPAIR

BMW is currently in final testing of the repair. The repair will entail an update of the vehicle software.

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[1] Emergency mode will shut off the engine, shift the transmission to Neutral, and allow the vehicle to be towed or pushed after coming to rest.

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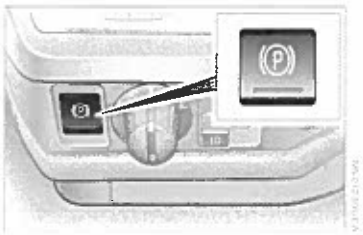
Please note that at this time, the updated software is not available. It is anticipated that the updated software will be available in March 2013. Soon thereafter, you will receive another letter informing you that the software is available and requesting that you schedule a visit to an authorized BMW center in order for the vehicle to be programmed with the updated software.

PRECAUTIONS FOR YOUR SAFETY

Failure to observe the following precautions could increase the risk of vehicle rollaway and may cause personal injury.

1. When parking your vehicle:
   - **Press the engine Start/Stop button only once to turn off the engine.**
   - **Confirm that the transmission is in Park ("P").**
   - **Please always use the parking brake before exiting the vehicle.**



   Even on what may appear to be a level parking surface, any vehicle left in Neutral (N), without using the parking brake, can roll away.

   Pay attention to any audible warning sounds or visual symbols coming from your vehicle, such as a gong or message on your dashboard.

2. Please consult your Owner's Manual for further information. You may also contact BMW Customer Relations and Services at 1-800-525-7417, or via email at CustomerRelations@bmwusa.com.

3. 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 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.

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

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.

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