

BMW



July 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, at the present time, we do not yet have sufficient parts in which to conduct this Recall; however, we will notify you as soon as parts become available. At that time, you should make an appointment with your authorized BMW center in order to have this Recall performed on your vehicle.

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 an accident.

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.

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PRECAUTIONS FOR YOUR SAFETY

1. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.

OTHER INFORMATION

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.

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 will notify you as soon as parts become available, currently scheduled for August.

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 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