

VIA CERTIFIED MAIL, RETURN RECEIPT REQUESTED, AND EMAIL

July 11, 2014

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

**Re: Recall Campaign
Front Passenger Air Bag
Model Year 2014 MINI Cooper Hardtop
Model Year 2014 BMW i3**

Dear Ms. Lewis:

This notice is 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 submit the following information.

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|----|---|--|
| 1. | <u>Manufacturer:</u> | Bayerische Motoren Werke AG (BMW AG) |
| | <u>Designated Agent:</u> | Samuel Campbell, III
Department Head, Safety Engineering and ITS
BMW of North America, LLC
200 Chestnut Ridge Rd. (Bldg. 150)
Woodcliff Lake, NJ 07677 |
| 2. | <u>Make:</u> | MINI, BMW |
| | <u>Model Year / Model:</u> | <u>Inclusive Dates of Manufacture:</u> |
| | 2014 / MINI Cooper Hardtop | February 2, 2014 – May 30, 2014 |
| | 2014 / BMW i3 | March 31, 2014 |
| 3. | The number of vehicles affected is approximately 27 including one BMW i3. | |
| 4. | The percentage of vehicles estimated to contain the condition is 100%. | |
| 5. | This recall involves the front passenger air bag. Due to an error in the manufacturing process at the supplier, the air bag inflator was not assembled as designed. In a crash in which deployment of the front passenger air bag occurs, it may not deploy properly. An improper deployment of the air bag could increase the risk of injury to the front passenger. | |

Company
BMW of North America, LLC

BMW Group Company

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PO Box 1227
Westwood, NJ
07675-1227

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300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

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(201) 307-4000

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Website
bmwusa.com



The name, business address, and telephone number of the supplier, and country of origin of the component, is:

Takata AG
Global Quality Assurance
Bahnweg 1
63743 Aschaffenburg
Germany
Tel: 49.6021.651031

Country of Origin: Mexico

6. On June 25, 2014, BMW was contacted by its supplier, Takata, regarding a possible manufacturing error with the front passenger air bag system. On June 27th, BMW issued a vehicle hold and a delivery stop, and also initiated calls to owners to inform them of a possible issue involving their vehicle.

Between June 25th and July 2nd, BMW and the supplier conducted reviews and analyses to determine which specific front passenger air bag systems were not produced to specification and which vehicles were potentially affected. Assembly plant documentation and quality control procedures were reviewed.

On July 3, 2014, BMW decided to conduct a voluntary recall.

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

7. Not applicable.
8. The front passenger air bag will be replaced.

BMW expects to begin and complete dealer notification in July 2014. BMW expects to begin and complete formal owner notification by First Class mail in July 2014. BMW has already informed owners to operate their vehicle with rear seat passengers only until the repair is completed.
9. Not applicable.
10. A copy of the Service Bulletin will be submitted when available. A draft copy of the owner notification letter will be submitted when available.
11. Not applicable.

Sincerely,

BMW OF NORTH AMERICA, LLC



Sam Campbell
Department Head
Safety Engineering and Intelligent Transportation Systems