

BMW



IMPORTANT SAFETY RECALL

This notice applies to your motorcycle, [REDACTED].

August 2014

Recall Campaign No. 14V-320
2014 R 1200 RT – Dynamic ESA Rear Shock Absorber

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 2014 R 1200 RT motorcycles equipped with the Dynamic Electronic Suspension Adjustment (ESA) rear shock absorber. Our records indicate that you are the owner of an affected motorcycle.

IMPORTANT NOTICE

You should have already been contacted by the BMW Motorrad division of BMW of North America. In that communication, BMW urged you to **STOP RIDING** and to not operate the motorcycle until the recall has been performed. We wish to re-emphasize that caution again in this letter. **DO NOT RIDE THE MOTORCYCLE UNTIL THE RECALL HAS BEEN PERFORMED**. In order to provide you with the highest levels of customer service, a dedicated **R 1200 RT Stop Ride telephone number (800-525-7417)** has been established for this particular issue.

DESCRIPTION OF PROBLEM

This recall involves the Dynamic Electronic Suspension Adjustment (ESA) rear shock absorber. The rear shock absorber was not produced to specification and therefore the piston rod within the rear shock absorber can break without warning. If this were to happen the motorcycle would lose its stability, increasing the risk of a crash.

PRECAUTIONS FOR YOUR SAFETY

1. **BMW URGES YOU TO STOP RIDING, AND TO NOT OPERATE THE MOTORCYCLE UNTIL THE RECALL HAS BEEN PERFORMED.**
2. **PLEASE CONTACT YOUR AUTHORIZED BMW MOTORCYCLE DEALER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
3. **If you have not already done so, please contact your BMW Motorrad dealer as they will offer you an alternative mobility solution.**
4. **If you are not the only rider of this motorcycle, please advise all other riders of this important information.**

Company

BMW of North America, LLC

BMW Group Company

Mailing Address

PO Box 1227
 Westwood, NJ
 07675-1227

Office Address

300 Chestnut Ridge Road
 Woodcliff Lake, NJ
 07677-7731

Telephone

(800) 525-7417

Fax

(201) 930-8362

E-mail

CustomerService@
 bmwmotorcycles.com

Website

bmwusa.com

DESCRIPTION OF REPAIR

The Dynamic ESA rear shock absorber will be replaced.

BMW Motorrad Roadside Assistance or your authorized BMW motorcycle dealer will transport your motorcycle to the dealer.

The actual repair may take up to two hours; however additional time may be required depending upon the BMW dealer's schedule. This work will be performed free of charge by your authorized BMW motorcycle dealer.

OTHER INFORMATION

BMW Motorrad Roadside Assistance can be contacted at 1-877-680-2176.

If you are no longer the owner of this motorcycle, we request you provide us the name and address of the new owner using the enclosed postage-paid card, so that we can contact the new owner regarding this issue

If you are a lessor of this motorcycle, 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 recall, please contact your authorized BMW motorcycle dealer. Should you need any additional assistance, you may contact BMW Customer Relations and Services via Email at CustomerRelations@bmwusa.com or by calling 1-800-525-7417 from 9 AM to 9 PM Eastern Time, Monday through Friday. We appreciate your confidence in our product and we wish to do everything we can to retain it.

If your BMW motorcycle dealer 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>.

We sincerely apologize for any inconvenience this issue may cause you.

BMW recommends that you always wear a helmet and protective apparel when riding.

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 your payment to be considered for reimbursement, please contact your authorized BMW motorcycle dealer. Expenses from repair facilities outside of the BMW motorcycle dealer network will be considered; however, the repair procedure must meet BMW standards.

Your authorized BMW motorcycle dealer 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 motorcycle dealer 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 motorcycle dealer 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

Please note, if you choose to submit a request for reimbursement to the Customer Relations and Services department, your vehicle will still need to be inspected (if it is still in your possession) at an authorized BMW motorcycle dealer before a claim can be submitted for consideration. This is to ensure that prior repairs associated with this recall completed at an outside facility meet BMW standards.