

IMPORTANT SAFETY RECALL

This notice applies to your vehicle, [INSERT VIN]

September 2014

Recall Campaign No. 14V-422: Front Passenger Air Bag

Dear MINI Owner / Lessee:

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 MINI Cooper Hardtop vehicles. Our records indicate that you are the owner of an affected vehicle.

DESCRIPTION OF PROBLEM

Our front passenger air bag system supplier informed us that the front passenger air bag was not manufactured to specification. As a result, the front passenger air bag may not deploy properly in a crash, increasing the risk of injury.

PLEASE NOTE: If the front passenger seat is not occupied, the front passenger air bag will not deploy in a crash.

PRECAUTIONS FOR YOUR SAFETY

- 1. CONTACT YOUR AUTHORIZED MINI DEALER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. We urge you to operate your vehicle with rear seat passengers only until the repair is completed.**
- 3. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

DESCRIPTION OF REPAIR

The front passenger air bag will be replaced.

The actual repair will require approximately one hour; however additional time may be required depending on the MINI dealer's schedule. This work will be performed free of charge by your authorized MINI dealer.

Company
MINI USA
A division of
BMW Group Company

Mailing Address
PO Box 1227
Westwood, NJ
07675-1227

Telephone
(866) ask-mini
275-6464

Fax
(201) 930-8484

E-mail
MINI.Assistance@askminiusa.com

Website
www.miniusa.com

OTHER INFORMATION

MINI Roadside Assistance can be contacted at 1-866-646-4772.

If you are no longer the owner of this vehicle, we request that you provide us with 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 vehicle, 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 MINI dealer. Should you need additional assistance, you may contact MINI Customer Relations and Services via Email at MINI.Assistance@askminiusa.com, or by calling 1-866-275-6464 (1-866-ASK-MINI) 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 MINI 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 may cause you.

MINI recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.

MINI, a Division of BMW OF NORTH AMERICA, LLC

TREAD ACT CUSTOMER REIMBURSEMENT PLAN
(MINI, a Division of BMW of North America, LLC)

Please contact your authorized MINI dealer if you have paid for the repair described in this letter, and you would like to be considered for reimbursement. Expenses from repair facilities outside of the MINI dealer network will be considered; however, the procedure must meet MINI standards.

Your authorized MINI dealer will request a copy of this 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 MINI, a Division of BMW of North America, LLC for reimbursement.

Please note the following:

- Only a repair that is the subject of this safety recall is reimbursable, not consequential expenses such as towing, rental, accommodations, damage repairs, etc.
- The Manufacturer's Suggested Retail Price (MSRP) for MINI 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 MINI are not eligible for reimbursement.
- Taxes and hazardous waste disposal, where previously paid, are eligible for reimbursement.

We anticipate that your authorized MINI 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 MINI dealer be your primary contact on this issue; however, our Customer Relations and Services Department may be contacted at 1-866-275-6464 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
MINI Division
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 MINI 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 MINI standards.