

BMW



IMPORTANT SAFETY RECALL

This notice applies to your vehicle, TESTVIN14V348

November 2014

Recall Campaign No. 14V-428: Front Passenger Air Bag
Recall Campaign No. 14V-348: Front Driver Air Bag

Dear BMW 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 2000 – 2006 BMW 3 Series vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

IMPORTANT NOTICE

In our September 2014 letter, we informed you of Recall Campaign 14V-428, and stated that parts for your vehicle were not available. We also stated that we would inform you when parts were available, and to schedule a visit with your authorized BMW center at that time. We are pleased to inform you that parts are now available, and we encourage you to schedule an appointment with your authorized BMW center as soon as possible.

In addition, as part of Recall Campaign 14V-348, BMW will replace your driver's front air bag. This activity is limited to specific BMW 3 Series models in certain geographic areas of the United States associated with hot and humid conditions. Our records indicate you purchased your BMW, or it is currently registered, in one of these areas.

DESCRIPTION OF PROBLEM

In the event of a crash necessitating deployment of the front passenger's air bag, excessive internal pressure could cause rupturing of the air bag inflator, resulting in metal fragments striking and potentially seriously injuring the front passenger or other passengers.

Please note that, as an intended design feature, 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 BMW CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**



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Company

BMW of North America, LLC

BMW Group Company

Mailing Address

PO Box 1227
Westwood, NJ
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Fax

(201) 930-8362

E-mail

CustomerRelations@
bmwusa.com

Website

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Printed on Recycled Paper

DESCRIPTION OF REPAIR

The driver air bag and the front passenger air bag will be replaced.

The actual repair will require approximately four hours; 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.

OTHER INFORMATION

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 (not due to an accident), please see the attachment regarding possible eligibility for reimbursement.

Should you have any questions about these recalls, please contact your authorized BMW center. Should you need 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 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>.

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

Thank you in advance for your prompt response in completing this important recall.

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

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 center. Expenses from repair facilities outside of the BMW center network will be considered; however, the repair procedure must meet BMW standards.

Your authorized BMW center 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 center 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 center 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 center 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.