



**Recall Campaign 16V-071**

**Communication Toolkit for Dealers**

**April 1, 2016**

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## **Purpose of Toolkit**

This communication toolkit was prepared to assist dealers, field support teams and customer-facing employees with relevant and timely communication related to the Takata recall. We hope it is a valuable resource for you and your business.

While we had an unfortunate situation thrust upon us, it is still within our control to provide the “ultimate customer experience” at every customer touchpoint. Doing so is good for our customers, and our business.

On behalf of BMW NA, thank you for your support and collaboration.

## **Points of Contact**

Your first point of contact for questions is your BMW of North America Area Manager.

For specific questions about topics on the guide of Prioritized Options for Affected Takata Customers, including rental/loaner vehicle requests, trade-ins, lease extensions, and buy-backs, please contact your BMW Area Team.

# IMPORTANT SAFETY RECALL

This notice applies to your vehicle, [INSERT VIN]

March 2016

## Recall Campaign No. 16V-071: Driver's Front Air Bag Module

Dear BMW Owner / Lessee:

This notice is sent to you in accordance with 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 2006-2015 BMW 1 Series, 3 Series and X1, X3, X5 and X6 Sports Activity Vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

### **IMPORTANT NOTICE**

**Please note that at the present time, we do not have parts available. BMW will notify you via another letter as soon as we can perform this recall on your vehicle.**

### **DESCRIPTION OF PROBLEM**

In the event of a crash necessitating deployment of the driver's front air bag, excessive internal pressure could cause rupturing of the air bag inflator, resulting in metal fragments striking the front driver or other passengers potentially resulting in serious injury or death. **If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

At the present time, BMW is not aware of any ruptures in its vehicles equipped with the type of inflator subject to this recall.

### **DESCRIPTION OF REPAIR**

The driver's front air bag module will be replaced free of charge when parts become available.

### **OTHER INFORMATION**

If you are no longer the vehicle owner/lessee, we request that you provide us with the name and address of the new owner/lessee using the enclosed postage-paid card so that we can contact the new owner/lessee regarding this recall. 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 recall, please contact your authorized BMW center.** Should you need additional assistance, you may contact BMW Customer Relations and Services via Email at

**Company**  
BMW of North America, LLC

BMW Group Company

**Mailing address**  
PO Box 1227  
Westwood, NJ  
07675-1227

**Office address**  
200 Chestnut Ridge Rd.  
Building 150  
Woodcliff Lake, NJ 07677

**Telephone**  
(201) 307-4000

**Fax**  
(201) 571-5479

**Website**  
bmwusa.com

[CustomerRelations@bmwusa.com](mailto:CustomerRelations@bmwusa.com) or by calling 1-800-525-7417 from 9 AM to 9 PM Eastern Time, Monday through Friday.

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; however be assured that BMW is concerned about your safety and security. 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

**PRIORITIZED OPTIONS FOR AFFECTED TAKATA CUSTOMERS.**

**MODEL YEAR 2006-2015: BMW 1 SERIES, 3 SERIES, X1 SAV, X3 SAV, X5 SAV AND X6 SAC.**

B8 0316 28

Updated April 1, 2016

Retail Operator / General Manager	Sales – New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date:	April 1, 2016				Replaces:	-
Bulletin #:	B2_US_H_30_48				Supersedes:	-



# Operations Update

## Safety Recall 16V-071(Driver’s Front Air Bag Module)

**Dealer Q&A – March 23, 2016** – This supercedes Pre-Owned bulletin number B8\_0216\_20 & B8\_0216\_20a

OPERATIONS	
Is there any change to the stop sale mandate?	<b>No.</b> The stop sale continues unchanged on the Affected Vehicles. BMW NA will not indemnify you for any deviations.
Is there any update on parts availability?	We expect to receive a limited number of repair parts starting in the summer of 2016.
What are the Affected Vehicles?	Model Year 2006-2015 BMW 1 Series, 3 Series, X1 SAV, X3 SAV, X5 SAV and X6 SAC
When and how will customers with Affected Vehicles be contacted about the recall?	BMW NA began sending out official recall letters to customers on March 16 <sup>th</sup> . They will continue to be mailed in waves. All letters will be mailed no later than April 4 <sup>th</sup> .
Any new information on the BMW NA monthly financial assistance package for Affected Vehicles?	
If I take in an unremedied Affected Vehicle in trade or off lease today, will it also qualify for the BMW monthly financial assistance package?	
What do I need to do to receive eligible payment under the financial assistance package?	



<b>OPERATIONS</b>	
How will I get paid?	
Will BMW NA provide any special CPO sales support for Affected Vehicles, once they are repaired?	
As a BMW dealer may I deactivate any air bag?	No.
Will BMW NA offer any support to customers who don't feel comfortable driving their Affected Vehicle?	Yes. Please remind your customers that they may continue driving their BMWs, as we are not aware of a ruptured inflator in any of our vehicles associated with this recall.  Please refer to bulletin B8_0316_28 for comprehensive details on support programs.
Will dealer KPI targets for Balanced Scorecard, CPO Bonus, AVP – used car component, etc. be adjusted?	
If I don't have room to store Affected Vehicles, will you take them and store them for me?	

<b>ALTERNATIVE TRANSPORTATION</b>	
Should I provide concerned customers in Affected Vehicles with alternative transportation?loaner or rental vehicle?	If requested, service loaners or rentals should be provided to customers, but only after presenting alternative solutions to the customer using the priority toolkit we have provided.
Will BMW NA allow a temporary expansion to my AMP fleet?	
How long should a customer be kept in a service loaner?	A customer may remain in a service loaner until his/her Affected Vehicle is remedied. The customer may be transferred to a new service loaner at the dealer's discretion, at any time to manage fleet efficiently.
Can we use Affected Vehicles as service loaners?	No, Affected Vehicles must be remedied first before they are offered as an alternative transportation option.
How can I check whether a service loaner is included in the recall?	Service loaners must be checked in DCSnet Warranty Vehicle Inquiry.

Please refer to technical Q&A for more information:

- B650416 Service Information Bulletin

Center Operator / Operation Manager	Sales - New	Sales – Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: Effective: Bulletin #	03/25/2016 03/25/2016- 06/30/2016 16-N-51	Source: Name: Title:				

# BMW Financial Services

## Safety Recall (Driver’s Front Air Bag)

Affected Vehicles: BMW 1 Series, 3 Series, X1 SAV, X3 SAV, X5 SAV and X6 SAC (Model Year

2006-15) **Dealer Q&A – Updated as of April 1, 2016**



Full Circle Retail Program	

Full Circle Retail Program (cont.)	

**Take your customer's passion for BMW to a new level ... Beyond the Drive™.**

Center Operator / Operation Manager	Sales - New	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: Effective: Bulletin #	03/25/2016 03/25/2016-06/30/2016 16-N-50	Source: Name: Title:				

# BMW Financial Services



**Take your customer's passion for BMW to a new level ... Beyond the Drive™.**

Retail Operator / General Manager	Sales – New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: April 1, 2016	Source: Name: Title: Phone #: Email:					
Bulletin #: B2-US-H-30-46						



**Customer Orientation  
Trade-In Options Bulletin**

**Applicable Only to the following Affected Vehicles:  
MY06-15 BMW 1, 3, X1 SAV, X3 SAV, X5 SAV and X6 SAC**







## **SUBJECT**

**Takata Airbag Recalls: AMP - New Car Ramp Up**

## **MODEL**

E39 (5 Series Sedan)  
E46 (3 Series Sedan, Coupe, Convertible incl M)  
E53 (X5)  
E70 (X5 incl M)  
E71 (X6 incl M)  
E72 (X6 ActiveHybrid)  
E82 (1 Series Coupe)  
E83 (X3)  
E84 (X1)  
E88 (1 Series Convertible)  
E90 (3 Series Sedan incl M)  
E91 (3 Series Sports wagon)  
E92 (3 Series Coupe incl M)  
E93 (3 Series Convertible incl M)

## **SITUATION**

BMW of North America, LLC ("BMW NA") wants to help ensure that your center can provide alternate transportation to those customers, when necessary, who are affected by the Takata Airbag Recall.

**For the specific affected models and additional information:** See SI B65 15 13, SI B65 14 14, SI B65 17 14, SI B65 11 15 and SI B65 04 16.

## **INFORMATION**

Actions have been taken to ensure that centers will have additional loaners in their fleet to satisfy customers' demand (Also see Sales bulletin B2-US-V-1-0216-20).









Retail Operator / General Manager	Sales – New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: March 23, 2016		Source: Name: Title: Phone #: Email:				
Bulletin #: B2-US-H-30-47						

# Customer Orientation



This Service Information bulletin supersedes SI B01 23 14 **dated August 2015**.

Changes to this revision are identified by a black bar.

Please read this Service Information bulletin in its entirety: the content has been completely updated.

## **SUBJECT**

**Takata Airbag Recalls: Increased Demand for Alternate Transportation**

## **MODEL**

E39 (5 Series Sedan)  
E46 (3 Series Sedan, Coupe, Convertible incl M)  
E53 (X5)  
E70 (X5 incl M)  
E71 (X6 incl M)  
E72 (X6 ActiveHybrid)  
E82 (1 Series Coupe)  
E83 (X3)  
E84 (X1)  
E88 (1 Series Convertible)  
E90 (3 Series Sedan incl M)  
E91 (3 Series Sports wagon)  
E92 (3 Series Coupe incl M)  
E93 (3 Series Convertible incl M)

## **SITUATION**

Due to the large number of BMW vehicles and non-BMW vehicles alike that are affected by the Takata Airbag Recalls, replacement airbag modules are in short supply

**For the specific affected models and additional information:** See SI B65 15 13, SI B65 14 14, SI B65 17 14, SI B65 11 15 and SI B65 04 16.

## **INFORMATION**

BMW of North America, LLC ("BMW NA") wants to provide your center with the ability to provide alternate transportation, when needed, to customers driving an Affected Vehicle. Please use this option when one of those customers request alternate transportation because they are unwilling to continue driving their Affected Vehicle as they wait to have the airbag module replaced.









## **SUBJECT**

**Safety Recall Trade Benefit (SRTB)**

## **MODEL ("AFFECTED VEHICLES")**

E39 (5 Series Sedan)  
E46 (3 Series Sedan, Coupe, Convertible incl M)  
E53 (X5)  
E70 (X5 incl M)  
E71 (X6 incl M)  
E72 (X6 ActiveHybrid)  
E82 (1 Series Coupe)  
E83 (X3)  
E84 (X1)  
E88 (1 Series Convertible)  
E90 (3 Series Sedan incl M)  
E91 (3 Series Sports wagon)  
E92 (3 Series Coupe incl M)  
E93 (3 Series Convertible incl M)

## **SITUATION**

Due to the large number of BMW vehicles and non-BMW vehicles alike that are affected by the air bag recalls, replacement airbag modules are in short supply

Since the replacement parts are not yet available to repair Affected Vehicles, we understand that some of the affected customers may express their concern about continuing to drive their current affected BMW vehicle.

**For additional information about the Affected Vehicle, see SI B65 15 13, SI B65 14 14, SI B65 17 14, SI B65 11 15 and SI B65 04 16.**





<b>Document Title</b>	Service Information Bulletin Recall 16V-071
<b>Last Updated</b>	March 14, 2016



## Service Information

Page 1 of 2  
March 2016

Audio, Navigation, Monitors,  
Alarms, SRS

B65 04 16

Technical Service

This Service Information bulletin supersedes SI B65 04 16 dated February 2016.

Changes to this revision are identified by a black bar.

### SUBJECT

Recall Campaign 16V-071: Driver's Front Air Bag Module

### MODEL

E70 (X5 incl M)  
E71 (X6 incl M)  
E72 (X6 ActiveHybrid)  
E90 (3 Series Sedan incl M)  
E91 (3 Series Sportswagon)  
E92 (3 Series Coupe incl M)  
E93 (3 Series Convertible, incl M)  
E82 (1 Series Coupe)  
E83 (X3)  
E84 (X1)  
E88 (1 Series Convertible)

### SITUATION

BMW AG is conducting a Voluntary Safety Recall involving Driver's Front Air Bag Module on certain BMW vehicles that are equipped with non-desiccated Takata PSDI-5 inflators. These vehicles, covering model years 2006-2015 have not been part of earlier Takata-related air bag recalls.

BMW Group is participating as part of the industry-wide voluntary safety recall involving driver's front airbag modules. BMW is committed to helping you manage this recall campaign in the least disruptive fashion.

Affected vehicles, which require this Recall, have been identified and are displayed under "Open Campaign and Vehicle Comments" in Warranty Vehicle Inquiry or ISPA Light.

In the past, the VINs were flagged in "vehicle comments" only. Moving forward, all vehicles affected by the stop sale of a recall will continue to be displayed in "vehicle

comments”, but will also be shown under “open campaign” with defect code 0000001100. This will assist in identifying the vehicles involved in a recall.

## Open Campaign Information

Campaign Code	Campaign Description
0000001100	Rec all 16V-071 Driver Front Air Bag B650

When parts become available, a new defect code will be created for the final repair.

All affected customers of this Recall will be mailed an interim letter on March 16, 2016. This letter is informing them that their vehicle is included in the recall. A final letter will be mailed to the customers when parts become available. A copy of the letter that was sent to these customers has been attached.

We will provide you with more information regarding the repair process as soon as possible. We are working diligently to secure a parts solution and will provide you with more details as they develop, a specific date is not available.

To assist you with challenging concerns, please reference the attached Q&A that will be updated as information becomes available. We will continually update the Q&A and you can identify the latest version by the date that is referenced at the bottom of the pages.

We sincerely apologize for any inconvenience this recall may cause; however, be assured that BMW is determined to uphold a high level of vehicle quality and customer satisfaction.

There are approximately 840,000 vehicles in the US.

Model	Model Year	Approx .Volume	Production Dates
1 Series Coupe (incl. M)	2008 – 2013	32,620	Nov 2007 – Oct 2013
1 Series Convertible	2008 – 2013	28,160	Nov 2007 – Oct 2013
3 Series Sedan (incl. M)	2006 – 2011	132,845	Feb 2005 – Dec 2011
3 Series Sedan (diesel)	2009 – 2011	4,160	Mar 2008 – Aug 2011
3 Series Sports Wagon	2006 – 2012	3,270	Jun 2005 – May 2012
3 Series Coupe (incl. M)	2007 – 2013	129,515	Apr 2006 – Jun 2013
3 Series Convertible (incl. M)	2007 – 2013	99,810	Nov 2006 – Oct 2013
X1 SAV	2013 – 2015	57,290	Feb 2012 – Sep 2014
X3 SAV	2007 – 2010	64,925	Aug 2006 – Aug 2010
X5 SAV (incl. M)	2007 – 2013	214,580	Sep 2006 – Jun 2013
X5 SAV (diesel)	2009 – 2013	35,440	Mar 2008 – Jun 2013
X6 SAC (incl. M)	2008 – 2014	37,000	Jul 2007 – Jun 2014
X6 SAC ActiveHybrid	2010 – 2011	365	Mar 2009 – Sep 2011

**BMW 1 Series, 3 Series X1 SAV, X3 SAV, X5 SAV and X6 SAC  
Model Year 2006 - 2015  
Driver's Front Air Bag Module  
Safety Recall 16V-071**

**Technical Q&A**

updated March 15, 2016

**Q1. Which models are included in this Safety Recall Campaign?**

Included are approximately 840,000 vehicles, with approximate volumes and production dates as noted below.

<u>Series</u>	<u>Model</u>	<u>Model Year</u>	<u>Approx. Volume</u>	<u>Production Dates</u>
E82	1 Series Coupe (incl. M)	2008 – 2013	32,620	Nov 2007 – Oct 2013
E88	1 Series Convertible	2008 – 2013	28,160	Nov 2007 – Oct 2013
E90	3 Series Sedan (incl. M)	2006 – 2011	132,845	Feb 2005 – Dec 2011
E90	3 Series Sedan (diesel)	2009 – 2011	4,160	Mar 2008 – Aug 2011
E91	3 Series Sports Wagon	2006 – 2012	3,270	Jun 2005 – May 2012
E92	3 Series Coupe (incl. M)	2007 – 2013	129,515	Apr 2006 – Jun 2013
E93	3 Series Convertible (incl. M)	2007 – 2013	99,810	Nov 2006 – Oct 2013
E84	X1 SAV	2013 – 2015	57,290	Feb 2012 – Sep 2014
E83	X3 SAV	2007 – 2010	64,925	Aug 2006 – Aug 2010
E70	X5 SAV (incl. M)	2007 – 2013	214,580	Sep 2006 – Jun 2013
E70	X5 SAV (diesel)	2009 – 2013	35,440	Mar 2008 – Jun 2013
E71	X6 SAC (incl. M)	2008 – 2014	37,000	Jul 2007 – Jun 2014
E72	X6 SAC ActiveHybrid	2010 – 2011	365	Mar 2009 – Sep 2011

**Q2. BMW conducted safety recalls in 2013, 2014 and 2015 on a similar issue. How is this different?**

The inflators are different. This recall campaign pertains to the Takata PSDI-5 inflator. The earlier recalls pertained to different inflators produced by Takata.

**Q3. Are BMW M models included in this recall campaign?**

Yes. [Please refer to Q1.]

**Q4. Is this recall comparable to similar recalls being conducted by other Manufacturers?**

Yes. This recall campaign involves the Takata PSDI-5 inflator.

**Q5. How many BMW vehicles in the US are included in this Safety Recall?**

The number of BMW vehicles in the US included in this recall is approximately 840,000. This amount has not changed since February 5, 2016. When viewing "Vehicle Comments" the date referenced only reflects when the comments were updated.

**Q6. Why are other models not included?**

Other models are not included because this recall pertains specifically to vehicles equipped with the Takata PSDI-5 inflator.

**Q7. What is the specific concern?**

Takata's investigation to date indicates that, due to exposure to certain environmental conditions (several years of exposure to persistent conditions of

**BMW 1 Series, 3 Series X1 SAV, X3 SAV, X5 SAV and X6 SAC  
Model Year 2006 - 2015  
Driver's Front Air Bag Module  
Safety Recall 16V-071**

high absolute humidity), this could lead to over-aggressive combustion in the event of air bag deployment.

**Q8. What can happen as a result of this issue?**

In a crash where air bag system deployment occurs, the air bag inflator housing may rupture. In the event of an inflator rupture, metal fragments could pass through the air bag cushion material, which may result in injury or death to vehicle occupants.

**Q9. Is there a possibility to find out whether the problem exists in my car?**

No. There is no way to detect if your BMW might have an air bag inflator potentially at risk of rupturing upon deployment in an accident.

**Q10. Can I continue to drive my vehicle?**

Yes. BMW is not aware of a ruptured inflator in any of its vehicles associated with this recall. Vehicles equipped with air bags, including air bags that are under recall, save lives and reduce injuries. The vast majority of Takata air bags will perform as expected. When you receive a letter asking you to have this service performed by an authorized BMW center, please do so as soon as possible. If you are not the only driver of this vehicle, please advise all other drivers of this important information.

**Q11. What measures will be taken?**

The driver's front air bag module will be replaced.

**Q12. How did BMW become aware of this issue?**

BMW became aware of this issue from Takata (the air bag module supplier) and NHTSA.

**Q13. Is BMW aware of any accidents or injuries involving BMW vehicles associated with this campaign?**

No. BMW is not aware of a ruptured inflator in any of its vehicles associated with this recall.

**Q14. How will I be informed of this recall program?**

If your vehicle is affected, you will receive an initial letter in March via First Class mail advising you of this recall. You should receive an additional letter when replacement parts become available, requesting that you schedule an appointment to bring your vehicle to an authorized BMW center for service and repair.

**Q15. Will my BMW center deactivate my driver's front air bag until it is replaced?**

No, NHTSA estimates that frontal air bags saved 2,400 lives in 2014 alone. It is far more likely that if you are involved in a crash that your air bag will perform properly and protect you than it will rupture and cause harm.

**Q16. How will this program be performed?**

**BMW 1 Series, 3 Series X1 SAV, X3 SAV, X5 SAV and X6 SAC  
Model Year 2006 - 2015  
Driver's Front Air Bag Module  
Safety Recall 16V-071**

When you are notified via the final letter, you will be asked to make an appointment with an authorized BMW center who will order the replacement driver's front air bag module for your vehicle prior to your appointment.

**Q17. How long will the repair take?**

This repair may take approximately two hours; however, additional time may be required depending upon your BMW center's schedule. The repair will be performed free of charge by your authorized BMW center.

**Q18. Do I have to wait for my letter in order to have my vehicle serviced?**

Yes. BMW is in the process of implementing this program to ensure that the necessary parts, tools and procedures are available to its authorized BMW centers, prior to instructing you to take your vehicle in for repair.

**Q19. Am I eligible for reimbursement under the TREAD Act if I previously replaced my driver's front air bag module?**

In this particular recall, reimbursement is likely not applicable, as you would typically have replaced your driver's front air bag module as a result of an accident. In that situation, either your insurance company paid for the repair, or you paid "out-of-pocket".

However, in the very unusual (unlikely) scenario that you previously replaced the driver's front air bag module "out-of-pocket" upon learning of this possible defect, you may be eligible for reimbursement. Additional information will be provided when BMW mails the additional letter, asking you to make an appointment with an authorized BMW center to have your driver's front air bag module replaced.

**Q20. When are the repair parts expected to be available?**

We expect to receive a limited number of repair parts starting in the summer of 2016.

**Q21. How will the repair be introduced to USA customers?**

When an adequate inventory of parts is available, final owner notification letters will initially be issued via US First Class Mail to owners of the highest risk registered vehicles, i.e., oldest models in highest absolute humidity areas (e.g., USA Gulf states). As parts supply increases, all owners of affected vehicles will be notified by First Class mail.

**Q22. Why is the passenger's front air bag not affected?**

The passenger's front air bag does not contain a Takata PSDI-5 inflator so it is not affected by this recall.

**Q23. Will BMW give me a loaner vehicle until a repair part is available?**

If replacement parts are not available, BMW has authorized its centers to provide or assist customers with alternate transportation, subject to availability.



<b>Document Title</b>	Customer Facing Response Script Recall 16V-071
<b>Use</b>	For customers who call in to a dealership regarding the recall notice they received.
<b>Last Updated</b>	March 15, 2016

Thank you for your call / inquiry regarding the current Takata airbag recall. I want to personally assure you that BMW of North America takes your safety and this industry-wide situation very seriously. BMW has issued a recall for approximately 840,000 cars and Sports Activity Vehicles equipped with Takata PSDI-5 driver's front air bags to have the driver's front air bag module replaced. These vehicles, covering model years 2006 to 2015, were not part of earlier Takata-related air bag recalls.

Currently, we do not have a fixed date for the replacement parts.

Here's what I can tell you: If you own a *potentially* affected BMW vehicle, you will be sent a first-class letter in the mail within the next few weeks with more information on what you can do prior to availability of the replacements parts. Once the parts are available, owners will receive another letter with instructions on what to do to have the parts replaced.

While I certainly understand that this may not answer all your questions, I hope it helps a little to know what to expect in light of this industry-wide recall. BMW is working as quickly as possible to address this situation and we very much appreciate your patience as we do.

<b>Document Title</b>	Driver's Front Air Bag Module (DCS Message) Recall 16V-071
<b>Use</b>	For customers who call in to a dealership regarding the recall notice they received.
<b>Last Updated</b>	March 11, 2016

**Subject:** Recall Campaign 16V-071: Driver's Front Air Bag Module

**Priority:** Urgent

**Message Start Date:** 3/11/2016

**Message Expiration Date:** 3/24/2016

**Attachment:** Y

**Message Recipients:**

General Managers, Sales Managers, Service and Parts Managers, Service Managers, Shop Foremen, Service Technicians

**Message Text:**

BMW AG is conducting a Voluntary Safety Recall involving Driver's Front Air Bag Module on certain BMW vehicles that are equipped with non-desiccated Takata PSDI-5 inflators. These vehicles, covering model years 2006-2015 have not been part of earlier Takata-related air bag recalls. There are approximately 840,000 vehicles in the US. BMW Group is participating as part of the industry-wide voluntary safety recall involving driver-side front airbag modules. BMW is committed to helping you manage this recall campaign in the least disruptive fashion.

Affected vehicles, which require this Recall, have been identified and will display under "Recall Summary and Vehicle Comments" in DCS Warranty or ISPA Light.

We will provide you with more information regarding the repair process and parts availability as soon as possible. To assist you with challenging concerns, please reference the attached documents: Technical Q&A, SI B65 04 16 and Customer Facing Response Script.

We want to remind you that we have a Vehicle Stop Sale in effect and it is a violation of Federal law for you to sell, lease or deliver any vehicle covered by this notification until the recall repair has been performed. This means that centers may not legally deliver motor vehicles to a consumer until it is fixed or use/sell replacement equipment/parts subject to a Recall. Note also that substantial civil penalties apply to violations of this law.

Also, you should not sell, lease or deliver any Certified Pre-Owned or used vehicles subject to a safety recall until the repair is completed. Please follow any special instructions that we provide to you for the return or disposition of recall parts.

Sincerely,

Eugene Aton,  
Technical Service

<b>Document Title</b>	Media Inquires Recall 16V-071
<b>Use</b>	To know how to handle any media inquiries
<b>Last Updated</b>	March 14, 2016

Please do not engage with the media regarding the Takata situation. Should you receive any media inquiries, please refer them to the BMW Corporate Communications team.