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VIA CERTIFIED MAIL, RETURN RECEIPT REQUESTED, AND EMAIL

June 19, 2014

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

**Re: Special Technical Campaign
Frontal Air Bag System
Model Year 2001- 2006 BMW 3 Series**

Dear Ms. Lewis:

In support of NHTSA's Preliminary Evaluation (PE14-016) into Takata Holdings' airbags, and at the request of NHTSA, BMW will conduct a voluntary limited regional parts collection campaign for the vehicles identified below, although BMW has not determined that a safety defect exists:

<u>Model Year / Model</u>	<u>Inclusive Dates of Manufacture</u>
2001 – 2005 / 3 Series Sedan	Jun 2000 – Aug 2005
2001 – 2006 / 3 Series Coupe	Jun 2000 – Aug 2006
2001 – 2005 / 3 Series Sports Wagon	Jun 2000 – Aug 2005
2001 – 2006 / 3 Series Convertible	Jun 2000 – Aug 2006

On June 12, 2014, BMW initially became aware of this matter via NHTSA. NHTSA advised BMW that Takata Holdings Inc. ("Takata") had informed NHTSA of a potential problem with certain configurations of its frontal air bag system (specifically the air bag system inflator module) that it produced for several vehicle manufacturers, including BMW. Takata informed NHTSA that certain inflators, manufactured at Takata's plant(s) between January 1, 2004 and July 1, 2007 for driver-side inflators and between June 1, 2000 and July 31, 2004 for passenger-side inflators, may potentially rupture during an air bag deployment after long-term exposure to high absolute humidity environments, possibly causing an injury. At that time, Takata had not identified a safety defect or made a safety decision.

On June 13, 2014, NHTSA requested all potentially affected vehicle manufacturers to conduct a limited regional campaign for potentially affected vehicles operating in high humidity areas identified as high risk regions, specifically, Florida, Hawaii, Puerto Rico, and the US Virgin Islands, even if the vehicle manufacturer had not identified a safety defect or made a safety decision. It is our understanding that NHTSA's goal is to support an aggressive and robust parts collection, inspection and testing initiative to quickly and effectively identify any possible safety defect, based upon field parts subjected to the same long-term exposure conditions and times in service as the ruptured inflators.

BMW will cooperate in good faith with NHTSA although BMW has not determined that a safety defect exists, by conducting a technical campaign to replace the frontal airbag(s) on the potentially affected vehicles, with a primary focus on vehicles with long-term exposure in the highest absolute humidity areas. The removed frontal air bag(s) will then be evaluated by BMW and Takata to determine if a defect and safety risk exists.

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Vehicle and component production and manufacturing records are being examined in order to determine the quantity of potentially affected vehicles. BMW expects to begin dealer notification in June and owner notification in August.

A copy of the Service Bulletin and draft owner notification letter will be submitted when available.

Sincerely,

BMW of NORTH AMERICA, LLC

A handwritten signature in black ink, appearing to read "S. Campbell".

Sam Campbell
Department Head
Safety Engineering and Intelligent Transportation Systems