



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

July 10, 2017

Ms. Helen Riehle
Safety Integrity and Recall Manager
BMW of North America, LLC
300 Chestnut Ridge Road
Woodcliff Lake, NJ 07677

NEF-150SM
15V-188

Subject: Rear Reflex Reflectors/FMVSS 108

Dear Ms. Riehle:

This letter serves to acknowledge BMW of North America, LLC's notification to the National Highway Traffic Safety Administration (NHTSA) of a safety recall which will be conducted pursuant to Federal law for the product(s) listed below. Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Makes/Models/Model Years:

BMW/525D XDRIVE/2014
BMW/528I/2013-2014
BMW/528XI/2013-2014
BMW/535I/2013-2014
BMW/535XI/2013-2014
BMW/550I/2013-2014
BMW/550XI/2013-2014
BMW/ACTIVEHYBRID 5/2013
BMW/M5/2013-2014

Mfr's Report Date: June 1, 2017

NHTSA Campaign Number: 15V-188

Components:

EXTERIOR LIGHTING

Potential Number of Units Affected: 13,981

Problem Description:

BMW of North America, LLC (BMW) is recalling certain model year 2013-2014 528i, 528i xDrive, 535i, 535i xDrive, 550i, 550i xDrive, and M5 vehicles, 2013 ActiveHybrid 5 vehicles and 2014 525d xDrive vehicles. The rear reflex reflectors may not reflect enough light. As such, the vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard number 108, "Lamps, Reflective Devices, and Associated Equipment."

Consequence:

The vehicle may be less visible to other vehicles, increasing the risk of a crash.

Remedy:

BMW will notify owners, and dealers will replace the rear reflex reflectors, free of charge. The recall is expected to begin on July 24, 2017. Owners may contact BMW customer service at 1-800-525-7417.

Notes:

Owners may also contact the National Highway Traffic Safety Administration Vehicle Safety Hotline at 1-888-327-4236 (TTY 1-800-424-9153), or go to www.safercar.gov.

We have received BMW's proposed owner notification letter and have approved it for distribution.

Please be reminded of the following requirements:

Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

As stated in Part 573.7, submission of the first of six consecutive quarterly status reports is required within one month after the close of the calendar quarter in which notification to purchasers occurs. Therefore, the first quarterly report will be due on, or before, 30 days after the close of the calendar quarter.

Your contact for this recall will be Sarah Mcshane who may be reached by phone at 202-366-7401, or by email at sarah.mcshane@dot.gov or through the office email at rmd.odi@dot.gov. We look forward to working with you.

Sincerely,



Jennifer Timian
Chief, Recall Management Division
Office of Defects Investigations
Enforcement