



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

1200 New Jersey Avenue SE.
Washington, DC 20590

MAY 22 2017

BY CERTIFIED MAIL

Mr. Sam Campbell, III
Department Head
Safety Engineering and Intelligent
Transportation Systems
BMW of North America, LLC
300 Chestnut Ridge Road
Woodcliff Lake, NJ 07677-7731

NEF-200
Petition 00296
ES15-002017
15V-188

Dear Mr. Campbell:

On April 17, 2015, BMW of North America, LLC's, submitted a petition requesting an exemption from the notification and remedy requirements of 49 U.S.C. Chapter 301 on the basis that a noncompliance with Federal Motor Vehicle Safety Standard No. 108, *Lamps, Reflective Devices and Associated Equipment*, is inconsequential as it relates to motor vehicle safety. The National Highway Traffic Safety Administration (NHTSA) provided notice of your request in the Federal Register and an opportunity for any interested persons to present information, views and arguments. NHTSA has completed its review of your petition and all supplemental information and has decided to deny your request for exemption.

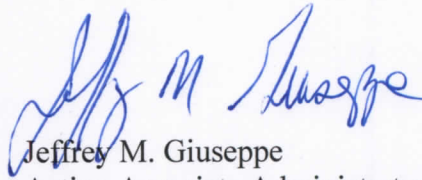
Since this petition has been denied, you must notify owners according to 49 U.S.C. 30118, 30119 and provide a free remedy according to 49 U.S.C. 30120. Pursuant to 49 CFR 573.6(c)(8)(iii), you must submit an amended Noncompliance Information Report to my office no later than five (5) working days from your receipt of this letter. The report shall include the following information: a recall population, a problem description, a remedy, and a recall schedule. If a portion of the information, which is required to fully describe the recall, is unknown, the report must still be submitted on time. The remaining information is to be provided as it becomes available.

If you have any questions regarding your recall obligations, you may contact Jennifer Timian, Chief of the Recall Management Division at (202) 366-0209.



A copy of the Federal Register notice explaining this decision is enclosed for your information.

Sincerely,



Jeffrey M. Giuseppe
Acting Associate Administrator
for Enforcement

Enclosure