



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

1200 New Jersey Avenue SE
Washington, DC 20590

February 14, 2018

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

NEF-150JK
18V-097

Subject: Head Air Bags May Not Fully Inflate

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:
ROLLS-ROYCE/GHOST/2018

Mfr's Report Date: February 8, 2018

NHTSA Campaign Number: 18V-097

Components:
AIR BAGS

Potential Number of Units Affected: 3

Problem Description:

BMW of North America, LLC (BMW) is recalling certain 2018 Rolls-Royce Ghost vehicles. The head air bags in these vehicles may have been damaged during vehicle assembly, possibly causing the head air bags to not fully inflate upon deployment.

Consequence:

If the head air bag does not inflate properly in a crash, it can increase the risk of injury.

Remedy:

None of the affected vehicles have been delivered to customers, therefore, owner notification letters will not be sent. Rolls-Royce dealers will inspect and replace the head air bags, as necessary, free of charge. Owners may contact Rolls-Royce customer service at 1-877-877-3735.

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.

Please be reminded of the following requirements:

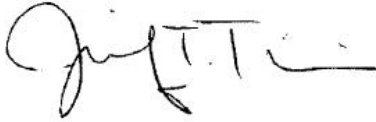
Copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Please be reminded that under 49 U.S.C. § 30112(a)(3), it is illegal for a manufacturer, to sell, offer for sale, import, or introduce or deliver into interstate commerce, a motor vehicle or item of motor vehicle equipment that contains a safety defect once the manufacturer has notified NHTSA about that safety defect. This prohibition does not apply once the motor vehicle or motor vehicle equipment has been remedied according to the manufacturer's instructions.

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 Jennifer Kruger who may be reached by phone at (202) 366-2461, or by email at jennifer.kruger@dot.gov or through the office email at rmd.odi@dot.gov. We look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Timian". The signature is fluid and cursive, with a long horizontal stroke at the end.

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