



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

1200 New Jersey Avenue SE
Washington, DC 20590

February 26, 2021

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

NEF-150DM
21V-096

Subject: Rearview Camera Image Malfunction/FMVSS 111

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/330E/2020-2021
BMW/330I/2019-2021
BMW/430I/2021
BMW/530E/2020-2021
BMW/530I/2020-2021
BMW/540I/2020-2021
BMW/740I/2020-2021
BMW/745LE/2020-2021
BMW/750LI/2020-2021
BMW/840I/2019-2021
BMW/M340I/2019-2021
BMW/M440I/2021
BMW/M550I/2020-2021
BMW/M760I/2020-2021
BMW/M8/2019-2021
BMW/M850I/2019-2021
BMW/X3/2019-2021
BMW/X4/2019-2021
BMW/X5/2019-2021
BMW/X6/2020-2021
BMW/X7/2019-2021

Mfr's Report Date: February 19, 2021

NHTSA Campaign Number: 21V-096

Components:

BACK OVER PREVENTION: SENSING SYSTEM: CAMERA
BACK OVER PREVENTION: SOFTWARE

Potential Number of Units Affected: 13,858

Problem Description:

BMW of North America, LLC (BMW) is recalling certain 2019-2021 X3 sDrive30i, X3 xDrive30i, X3 M40i, X3M, X4 xDrive30i, X4 M40i, M550i, X4M, X5 sDrive40i, X5 xDrive40i, X5 xDrive50i, X5M, X5 M50i, X7 xDrive40i, X7 xDrive50i, X7 M50i, Alpina XB7, 330i, 330i xDrive, M340i, M340i xDrive, and 8 Series Coupe, Convertible and Grand Coupe, 840i, 840i xDrive, M850i xDrive, M8, 2020-2021 530e, 530e xDrive, 330e, 330e xDrive, 745Le, 745Le xDrive, X5 xDrive45e, X3 xDrive30e, X6 sDrive40i, X6 xDrive40i, X6 xDrive50i, X6 M50i, X6M, 530i, 530i xDrive, 540i, 540i xDrive, M550i xDrive, M5, 740i, 740Li, 740Li xDrive, M760i Drive, M760Li xDrive, 750Li xDrive Alpina, Alpina B7 xDrive, and 2021 4 Series Coupe 430i, 430i xDrive, M440i xDrive Vehicles.

When shifting into Reverse, a small portion of the rearview image may be slightly obscured, or the screen may not illuminate. As such, these vehicles fail to comply with the requirements of Federal Motor Vehicle Safety Standard (FMVSS) number 111, "Rear Visibility."

Consequence:

If the driver relies on only the rearview camera image, the missing or reduced rearview image view can increase the risk of a crash or injury.

Remedy:

BMW will notify owners, and dealers will inspect the rearview camera software and update it if necessary, free of charge. The recall is expected to begin April 12, 2021. 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.

Please be reminded of the following requirements:

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, 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).

Under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

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.

BMW of North America, LLC's contact for this recall will be DeMara Magruder who may be reached by email at demara.magruder@dot.gov. We look forward to working with you.

Sincerely,

A handwritten signature in black ink that reads "Alex Ansley". The signature is fluid and cursive, with a checkmark-like flourish at the end.

Alex Ansley
Chief, Recall Management Division
Office of Defects Investigation
Enforcement