



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

1200 New Jersey Avenue SE  
Washington, DC 20590

March 22, 2021

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

NEF-107DM  
21V-176

**Subject:** Head-Thorax Air Bag May Not Deploy Correctly

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/430I/2021  
BMW/M440I/2021

**Mfr's Report Date:** March 15, 2021

**NHTSA Campaign Number:** 21V-176

**Components:**

AIR BAGS:SIDE/WINDOW:HEAD  
AIR BAGS:SIDE/WINDOW:THORAX

**Potential Number of Units Affected:** 1,850

**Problem Description:**

BMW of North America, LLC (BMW) is recalling certain 2021 430i and M440i 4 Series Convertible vehicles. In certain side-impact crashes, the head-thorax air bag may not deploy as intended.

**Consequence:**

An air bag that deploys incorrectly can increase the risk of injury in a crash.

**Remedy:**

The remedy is currently being developed. All affected vehicles are still in dealer inventory, and therefore no owner letters will be mailed. The recall is expected to begin in March 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](http://www.safercar.gov).

Please ensure the following requirements are met:

The percentage of products estimated to contain the defect or noncompliance (49 CFR 573.6 (c)(4)). If less than 1%, amend your filing to state 1% and provide the actual calculated amount in the first product text box.

AMENDED 573 REQUIRED.

A description of the manufacturer's program for remedying the defect or noncompliance (49 CFR 573.6 (c)(8)(i)).

AMENDED 573 REQUIRED.

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.

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,



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