



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

1200 New Jersey Avenue SE  
Washington, DC 20590

May 20, 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-342

**Subject:** Supports In Roof Liner Insecurely Attached

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/230I/2021  
BMW/M240I/2021

**Mfr's Report Date:** May 12, 2021

**NHTSA Campaign Number:** 21V-342

**Components:**

STRUCTURE:BODY:ROOF AND PILLARS

**Potential Number of Units Affected:** 2

**Problem Description:**

BMW of North America, LLC (BMW) is recalling certain 2021 BMW 230i and M240i vehicles. Supports within the roof liner may be insecurely attached.

**Consequence:**

The support may separate from the roof liner and fall into the passenger compartment, increasing the risk of injury during a crash necessitating the deployment of the head air bag.

**Remedy:**

Dealers will inspect and repair or replace the roof liner as necessary, free of charge. Owner notification letters are expected to be mailed July 5, 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 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).

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