



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

1200 New Jersey Avenue SE  
Washington, DC 20590

February 22, 2023

Mr. Jonathan Gannon  
BMW of North America, LLC  
150 Chestnut Ridge Road  
Woodcliff Lake, NJ 07677

NEF-107DM  
23V-079

**Subject:** Driver's Air Bag May Not Deploy as Intended

Dear Mr. Gannon:

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/iX/2022-2023  
BMW/X1/2022-2023

**Mfr's Report Date:** February 14, 2023

**NHTSA Campaign Number:** 23V-079

**Components:**

AIR BAGS:FRONTAL

**Potential Number of Units Affected:** 15,803

**Problem Description:**

BMW of North America, LLC (BMW) is recalling certain 2022-2023 iX xDrive40, iX xDrive50, iX M60 and 2022-2023 X1 xDrive28i vehicles. The front driver's air bag may have been manufactured incorrectly and may not deploy as intended during a crash.

**Consequence:**

A driver's air bag that does not deploy as intended during a crash increases the risk of injury.

**Remedy:**

Dealers will replace the driver's air bag, free of charge. Owner notification letters are expected to be mailed April 7, 2023. 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.nhtsa.gov](http://www.nhtsa.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).

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 eight 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](mailto:demara.magruder@dot.gov). We look forward to working with you.

Sincerely,



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