



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

1200 New Jersey Avenue SE  
Washington, DC 20590

October 23, 2023

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

NEF-107DM  
23V-700

**Subject:** Inoperative Hands-On Detection System

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/530I/2024  
BMW/740I/2023-2024  
BMW/750E/2024  
BMW/760I/2023-2024  
BMW/I5/2024  
BMW/I5 M60/2024  
BMW/I7/2023-2024  
BMW/I7 M70/2023-2024

**Mfr's Report Date:** October 18, 2023

**NHTSA Campaign Number:** 23V-700

**Components:**

ELECTRICAL SYSTEM:ADAS  
STEERING: STEERING WHEEL/HANDLE BAR

**Potential Number of Units Affected:** 9,211

**Problem Description:**

BMW of North America, LLC (BMW) is recalling certain 2023-2024 740i, 740i xDrive, 760i xDrive, i7 eDrive50, i7 xDrive60, i7 M70, 2024 750e xDrive, 530i, 530i xDrive, i5 eDrive40, and i5 M60 vehicles. The ground connection to the steering wheel may not have been attached correctly, resulting in an inoperative hands-on detection system.

**Consequence:**

An inoperative hands-on detection system may fail to detect when the driver's hands are not on the steering wheel and therefore not engage the emergency stopping assistant system, increasing the risk of a crash.

**Remedy:**

Dealers will inspect and reattach the ground connection as necessary, free of charge. Owner notification letters are expected to be mailed December 8, 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).

We have received BMW's proposed owner notification letter and it is currently under review. You will be notified of any changes or concerns once our review is complete.

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).

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 49 U.S.C. § 30118(f), submission of eight consecutive quarterly reports followed by three annual reports is required. As described in 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. The first of three consecutive annual status reports will be due on, or before, 1 year after the eighth quarterly report was submitted.

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