



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

1200 New Jersey Avenue SE.
Washington, DC 20590

AUG 19 2016

BY CERTIFIED MAIL

Mr. Sam Campbell, Department Head
Safety Engineering and Intelligent
Transportation Systems
BMW of North America, LLC
PO box 1227
Westwood, NJ 07675-1227

NEF-200
Petition 00293
ES15-001320

Dear Mr. Campbell:

This is to notify you that the National Highway Traffic Safety Administration (NHTSA) has made a determination to deny BMW of North America, LLC's, March 13, 2015, petition for an exemption from the recall requirements of 49 U.S.C. Chapter 301 on the basis that a noncompliance with Federal Motor Vehicle Safety Standard No. 108, *Lamps, Reflective Devices, and Associated Equipment*, is inconsequential to motor vehicle safety.

Since this petition has been denied, you must notify owners according to 49 U.S.C. 30118, 30119 and provide a free remedy according to 49 U.S.C. 30120. Pursuant to 49 CFR 573.6(c)(8)(iii), you must submit an amended Noncompliance Information Report to my office no later than five (5) working days from your receipt of this letter. The report shall include the following information: a recall population, a problem description, a remedy, and a recall schedule. If a portion of the information, which is required to fully describe the recall, is unknown, the report must still be submitted on time. The remaining information is to be provided as it becomes available.

If you have any questions regarding your recall obligations, you may contact Jennifer Timian, Chief of the Recall Management Division at (202) 366-0209.

A copy of the Federal Register notice explaining this decision is enclosed for your information.

Sincerely,

Gregory K. Rea
Associate Administrator
for Enforcement

Enclosure

