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As a Precaution, BMW to Replace Passenger-side Front Airbags in Model Year 2000-06 3 Series Vehicles.

Woodcliff Lake, N.J. – July 16, 2014 – 7:00am EDT/4:00am PDT ... BMW announced today that it has informed the National Highway Traffic Safety Administration (NHTSA) of the company's intent to voluntarily recall all model year 2000 – 2006 BMW 3 Series vehicles, produced between May 1999 and August 2006, to replace the passenger-side front airbag as part of a worldwide recall. Potential problems with the airbag inflator which may rupture in vehicles produced by other manufacturers using similar systems from the same supplier have become evident in rare cases. BMW is not aware of a case involving a BMW vehicle. The replacement campaign is a voluntary precautionary measure that aims at minimizing the risk of faulty airbag activation. The number of potentially affected vehicles in the US is approximately 574,000.

This is a voluntary extension of the recall campaign announced in May 2013. At that time, the supplier stated a production period during which potentially faulty airbag inflators were installed in passenger-side front airbags. Following this, BMW recalled 42,000 3 Series vehicles in the US. The supplier has now extended the production period.

In order to ensure maximum safety of our customers, BMW has decided to replace the passenger-side front airbags in the vehicles from the suggested production period, and additionally as a voluntary precautionary measure, the passenger-side front airbags in all model year 2000 – 2006 BMW 3 Series vehicles equipped with this airbag module. The 42,000 units recalled in May 2013 are excluded from the current replacement campaign.

BMW will notify customers with potentially affected vehicles will be informed by mail. Customers with questions should contact BMW Customer Relations at 1-800-525-7417 or email customer.relations@bmwna.com.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 120 MINI passenger car dealers, and 35 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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Information about BMW Group products is available to consumers via the Internet at: www.bmwgroupna.com

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwgroupusanews.com and www.press.bmwna.com.

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