BMW

OCTOBER 2011

BMW VOLUNTARY EMISSIONS RECALL CAMPAIGN
REPLACE VEHICLE EMISSION CONTROL INFORMATION LABEL

CAMPAIGN NUMBER: 11E-A01

Dear BMW Owner:

At BMW, we are committed to maintaining a level of automotive and service excellence that exceeds your expectations.

BMW has determined that certain 2012 model year BMW X5 and X6 Sports Activity Vehicles were produced with the wrong Vehicle Emission Control Information (VECI) label. The VECI label is required to comply with emissions regulations administered by the U.S. Environmental Protection Agency and the California Air Resources Board. To correct this error, BMW is conducting a Voluntary Emissions Recall Campaign.

The problem is:

A small number of these vehicles was produced with the VECI label from the previous model year.

What BMW and your authorized BMW center will do:

BMW will repair your vehicle free of charge for parts and labor. Your authorized BMW center will apply the correct 2012 model year VECI label to your vehicle; the complete repair may take up to one hour.

Your obligations are:

Since your vehicle is affected by this recall, we request that you contact an authorized BMW center at your earliest convenience to schedule a service appointment.

If you fail to have this free Emissions Recall Campaign performed:

If you live in a state with a SMOG Check program, your vehicle must pass an emissions test as required by state law. If the Voluntary Emissions Recall is not completed, your vehicle may be more likely to fail this emissions test.

Failure to have this complimentary repair work performed could be determined as lack of proper maintenance of your vehicle and may jeopardize your full protection under the emissions warranty provisions.

For vehicles registered in the state of California:

The California Department of Motor Vehicles, in conjunction with the Air Resources Board, has implemented the Registration Renewal/Recall Tie-In Program, which requires the completion of the recall. **Your authorized BMW center will provide you with a Proof of Correction Certificate after this repair is completed. Please save this certificate, since the California Department of Motor Vehicles may require it as proof of Emissions Recall Campaign completion.**

Company
BMW of North America, LLC

BMW Group Company

Mailing Address
PO Box 1227
Westwood, NJ
07675-1227

Telephone
(800) 525-7417

Fax
(201) 930-8362

E-mail
customerrelations@
bmwna.com

Website
bmwusa.com

If you no longer own this vehicle:

If you are no longer the owner of this vehicle, please use the enclosed postage-paid postcard to provide us with the name and address of the new owner. If you are a lessor of this vehicle, please forward this notice to your lessee.

If you need assistance:

We ask that you join us in our goal to minimize air pollution and have this Voluntary Emissions Recall Campaign completed on your vehicle. If you have any questions, please contact your authorized BMW center. Should you need additional assistance, you may contact BMW Customer Relations and Services at 1-800-525-7417 or via email at CustomerRelations@bmwusa.com.

BMW remains committed to maintaining the highest level of automotive excellence, and we sincerely apologize for this inconvenience.

Sincerely,

BMW of North America, LLC