



August 2011

Recall Campaign No. 11V-341: Electric Power Steering Assist

Dear BMW Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

BMW AG has decided that a defect which relates to motor vehicle safety exists in certain Model Year 2011 X3 Sports Activity Vehicles. Our records indicate that you are the owner of a potentially affected vehicle.

We sincerely apologize for any inconvenience this may cause you.

DESCRIPTION OF PROBLEM

The issue involves the Electric Power Steering (EPS) assist unit. It has been determined that a control module in the EPS assist unit may not function properly. If this happened, then the EPS assist unit would switch off during driving, resulting in a sudden loss of power steering assist. At the same time, a yellow warning symbol in the vehicle's instrument cluster will illuminate. However, if there was a loss of power steering assist, manual steering capability would still be retained.

Please note that, after the engine is shut off and then restarted, the EPS assist unit may function properly (the warning symbol will not appear in the instrument cluster). However, the condition could occur again.

Do not leave this problem unattended. Depending on traffic and road conditions and the driver's reactions, this could increase the risk of a crash.

PRECAUTIONS FOR YOUR SAFETY

- 1. CONTACT YOUR AUTHORIZED BMW CENTER IMMEDIATELY TO HAVE THE NECESSARY REPAIR PERFORMED AS SOON AS POSSIBLE.**
- 2. If you experience a loss of power steering assist while driving, a yellow warning symbol in the instrument cluster will illuminate, accompanied by a short message in the instrument cluster to drive moderately. You may continue to drive your vehicle, but drive cautiously and carefully. If you feel uncomfortable with this condition, then you should pull over carefully as soon as possible to a safe location and away from traffic; do not continue to drive your vehicle. Contact BMW Roadside Assistance at 1-800-332-4269 immediately to have your vehicle brought to the nearest authorized BMW center.**
- 3. BMW recommends that you always wear your safety belt, and that all passengers are properly seated and restrained at all times.**
- 4. If you are not the only driver of this vehicle, please advise all other drivers and passengers of this important information.**

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@
bmwusa.com

Website

bmwusa.com

DESCRIPTION OF REPAIR

The Electric Power Steering (EPS) assist unit on your vehicle will be replaced.

The actual repair will require approximately four hours; however, additional time may be required, depending on the BMW center's scheduling and processing. This work will be performed free of charge by your authorized BMW center.

OTHER INFORMATION

Should you need BMW Roadside Assistance, they can be contacted at 1-800-332-4269.

If you are no longer the owner of this vehicle, we would appreciate your furnishing us with the name and address of the new owner, using the enclosed postage-paid card.

If you are a lessor of this vehicle, Federal Regulations require you to forward this notice to your lessee.

If you have already had this repair performed at your own expense, please see the attachment regarding possible eligibility for reimbursement.

Should you have any questions about this campaign, please contact your authorized BMW center.

Again, we sincerely apologize for any inconvenience this may cause you.

We appreciate your confidence in our product, and we wish to do everything we can to retain your confidence. 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.

If the BMW center is unable to remedy the defect without charge or within a reasonable period of time, you may notify the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Ave., S.E., Washington, DC 20590, call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

BMW OF NORTH AMERICA, LLC