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Subject: Takata Air Bags - Service Technical Campaign
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DCSnet Message
Urgent







Subject: Takata Air Bags - Service Technical Campaign

BMW of North America has posted an SI B regarding Takata Air Bags. A copy of SI B65 14 14 and the Questions and Answers are attached to this DCS message. Additionally, SI B65 14 14 was posted to TIS today.

Please contact your market team with additional questions or concerns.

Randal Ellis

Quality Analysis and Reporting Manager

Attachments:  [TakataAirBagsQ_A\[812a7e3b\].pdf](#)
 [B651414\[812a7e3a\].pdf](#)  [TakataAirBagsQ_A\[812a7e3b\].pdf](#)
 [B651414\[812a7e3a\].pdf](#)

Recipients: BMW Passenger Cars, All Offerings, All Regions, All Areas, Service, All
BMW Passenger Cars, All Offerings, All Regions, All Areas, Parts, All
BMW Passenger Cars, All Offerings, All Regions, All Areas, Operations, All

**Model Year 2001-2006 BMW 3 Series (E46)
Driver / Front Passenger Airbag System (Takata)
Limited Regional Special Technical Campaign**

Q1. Which models are included in this Special Technical Campaign?

Included are certain Model Year 2001-2006 BMW 3 Series models produced between June 2000 and August 2006.

Q1a. Why is this NOT a safety Recall?

This is a limited regional Special Technical Campaign. NHTSA has urged certain vehicle manufacturers identified by Takata to conduct this program, even if they have not made a determination that the vehicles contain a safety defect.

Q1b. When will BMW make its determination whether this is a safety issue?

That is to be determined after BMW has collected an adequate quantity of potentially affected airbag systems and conducts its analysis, along with the supplier. That process is expected to take 3 to 6 months.

Q1c. BMW conducted a safety Recall in 2013 on a similar issue. How is this different?

In 2013, BMW had determined that a safety defect existed on passenger side airbag systems for MY 2002-2003 3 Series and conducted a Recall to replace them. In contrast, this is a limited regional Special Technical Campaign, performed in cooperation and at the request of NHTSA and Takata (the airbag supplier), to collect airbag systems from vehicles that may possibly have a defect. BMW and Takata will evaluate the collected airbag parts to determine if a safety risk exists. After collection and analysis, if a safety risk is determined to exist, BMW would then issue a Recall for the affected vehicles.

Q1c(1). BMW included the M3 in its 2013 Recall. Why is the M3 not included in this campaign?

The MY 2001-2006 M3 is included as one of the 3 Series models.

Q1d. What makes this a “limited regional Special Technical Campaign”?

This Special Technical Campaign is being conducted in Florida, Hawaii, Puerto Rico, and the US Virgin Islands only. It is being conducted in specific locations with high absolute humidity in which vehicles have experienced long-term exposure to this condition.

Q1e. What about other areas of the country with similar conditions?

At the moment, NHTSA and Takata have identified Florida, Hawaii, Puerto Rico, and the US Virgin Islands as the primary areas of interest. In this phase of BMW, Takata and NHTSA's analysis, vehicles from the targeted areas will provide an appropriate and adequate representative sample for this inquiry.

Q1f. Is this campaign related to similar programs recently or that may be announced by Ford, Chrysler, Toyota, Honda, Nissan and Mazda?

Yes.

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Q2. How many vehicles are included in the Special Technical Campaign?

The number of BMW vehicles in the US that will be included is still to be determined.

Q2a. Why are other models not included?

Other models have driver and front passenger airbag systems that were produced with different airbag inflators or with inflators outside the target production range.

Q3. What is the specific problem?

This program involves the driver and front passenger airbag system. Specifically, the airbag system may have been manufactured with an inflator that was not produced to specification. After long-term exposure in high absolute humidity environments, in a crash in which airbag system deployment occurs, the airbag system housing may rupture.

Q4. What can happen as a result of this issue?

If the airbag system inflator was not produced to specification, then in a crash in which airbag system deployment occurs, the airbag system housing may rupture.

Q5. Can I become aware of the problem if it is occurring?

No.

Q6. Can I continue to drive my vehicle?

Yes, but if you receive a letter asking you to have this service performed by an authorized BMW center, please do so as soon as possible.

If for any reason you need to contact BMW Roadside Assistance, they can be reached at 1-800-332-4269.

Q7. What measures will be taken?

Depending upon vehicle model, the driver and/or front passenger airbag system will be replaced.

Q8. How did BMW become aware of this issue?

BMW became aware of this issue from the airbag system supplier, Takata, and NHTSA.

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Q9. Is BMW aware of any accidents or injuries involving BMW vehicles associated with this issue?

No.

Q10. How will I be informed of this program?

Customers will receive a letter via First Class mail asking them to schedule an appointment with their authorized BMW center.

Q11. When will I receive my owner notification letter?

Customers will be notified in August instructing them to bring their vehicle to their authorized BMW center.

Q12. How will this program be performed?

Customers who are notified will make an appointment and their driver and/or front passenger airbag system will be replaced.

Q13. How long will the repair take?

This repair may take approximately three to six hours (dependent upon whether one or both airbags are being replaced); however, additional time may be required depending upon the BMW center's schedule. The repair will be performed free of charge by your authorized BMW center.

Q14. How many vehicles have experienced this problem?

We are unaware of any BMW vehicles that have experienced this problem.

Q15. Do I have to wait for my letter in order to have my vehicle serviced?

Yes. BMW is in the process of implementing this program to ensure that the necessary parts are at the authorized BMW centers prior to instructing customers to take their vehicles in for repair.