

**DECEMBER 2010**

**BMW VOLUNTARY EMISSIONS RECALL CAMPAIGN  
N54 HIGH-PRESSURE FUEL PUMP**

**CAMPAIGN NUMBER: 10E-A02**

**Dear BMW Owner:**

At BMW of North America, we are committed to maintaining a level of automotive and service excellence that exceeds your expectations now and in the future.

BMW has determined that certain 2007, 2008, 2009 and 2010 model year BMW automobiles equipped with twin-turbo inline six-cylinder N54 engines may experience a malfunction of the high-pressure fuel pump, which may result in failure to fully meet the U.S. Environmental Protection Agency and the California Air Resources Board emission control requirements. In order to remedy this situation, BMW is conducting a Voluntary Emissions Recall Campaign. We are asking you, as the owner of an affected vehicle, to contact your authorized BMW center at your earliest convenience to have the repair carried out, in order to ensure that your vehicle receives the improved technology. This is not only to comply with these emission control requirements, but to prevent becoming inconvenienced in the event the problem described below should occur.

**The problem is...**

Malfunction of the internal components of the high-pressure fuel pump may cause long-crank starting times along with the illumination of the "Service Engine Soon" lamp. In certain cases, the driver may experience reduced engine performance due to activation of a Safe Mode, accompanied by an audible signal and an "Engine Malfunction" warning light.

**What BMW and your authorized BMW center will do...**

**BMW will repair your vehicle free of charge for parts and labor.** Based on the individual service history of the vehicle, your authorized BMW center will inspect and replace (if required) the high-pressure fuel pump (including the low-pressure fuel sensor) and/or will reprogram your vehicle's engine control unit. Additionally, to minimize any inconvenience and assure your satisfaction, other fuel system components may be inspected and replaced, if required. The complete repair may take approximately one day.

**Your obligations are...**

At your earliest convenience, please contact your authorized BMW center to schedule an appointment to have this Emissions Recall Campaign performed. BMW recommends that you have your vehicle serviced under this free Emissions Recall Campaign as soon as possible.

**If you fail to get 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. Without having this Recall performed, your vehicle may be more likely to fail this test.

**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.**

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

**If you need help...**

Should you have any questions about this Emissions Recall Campaign that cannot be answered by your authorized BMW center, please call our Customer Relations Department toll-free at 1-800-525-7417.

**If you don't own this vehicle...**

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

**On a personal note...**

We sincerely apologize for this inconvenience. We ask that you join us in our desire to minimize air pollution and have this Emissions Recall Campaign conducted on your vehicle. If you have any questions, please feel free to contact your authorized BMW center or BMW of North America, through our website at [www.bmwusa.com](http://www.bmwusa.com) or by calling Customer Relations and Services at (800) 525-7417.

Very truly yours,

BMW OF NORTH AMERICA, LLC