



December 21, 2004

Re: Your 2004 BMW 545i
VIN: _____

Dear Mr.

I am in receipt of your inquiry concerning the crashworthiness of the 2004 BMW 5 Series wherein you question the results from the Euro NCAP crash tests. I have evaluated the information you provided with our Engineering Department and was able to obtain some additional information that may be useful to you.

The 5 Series tested by the Euro NCAP was a right hand drive vehicle. While the vehicle tested may mirror your own 5 Series in terms of appearance, it was designed and developed to meet specific (e.g., regulatory) requirements for the European market. Consequently, it is often difficult to make direct vehicle comparisons between markets, because the vehicles are not necessarily comparable, nor are the market requirements necessarily comparable. For example, the airbag/safety belt system in your model year 2004 5 Series is not identical to the system installed in the 5 Series sold in Europe. Therefore, a direct comparison between the performance of these vehicles in a crash test is difficult to make.

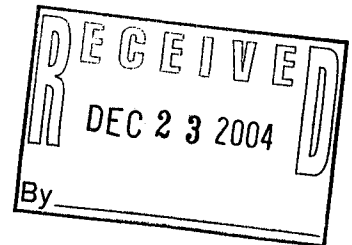
A good resource of crash test information for vehicles that are intended for sale in the United States is the Insurance Institute for Highway Safety (IIHS) at <http://www.iihs.org>. The IIHS performed a frontal crash of the new 5-Series in March 2004 and it received an overall evaluation of "good / best-pick" which is the IIHS' highest rating. You may note this test was conducted prior to the build date of your 5 Series.

I realize the intent of your inquiry was to not receive a "blanket response"; however, it cannot be dismissed that the new 5-Series exceeds all safety requirements. Safety performance is one of the cornerstones of BMW's design philosophy, and is representative in any changes that were implemented following the first Euro NCAP crash test. I am sorry that I am unable to provide specific details of those changes. However, please be assured that BMW will never rest in its relentless pursuit to produce an exceptionally safe car.

Sincerely,


Kevin DenBlaker
Communications Manager
Customer Relations and Services

:kd



Company

BMW of North America, LLC

BMW Group Company

Mailing address

PO Box 1227
Westwood, NJ
07675-1227

Office address

300 Chestnut Ridge Road
Woodcliff Lake, NJ
07677-7731

Telephone

(201) 573-2170

Fax

(866) 857-0285

Website

bmwusa.com