



## Media Information

March 19, 2025

### **BMW's Digital Key Plus wins 2025 AJAC Best Safety Innovation Award.**

- **Awarded by the Automobile Journalists Association of Canada (AJAC).**
- **Technology available in many BMW models, including i5, iX, X5, X7 and many others.**
- **Announcement made at the 2025 Vancouver International Auto Show in Vancouver, British Columbia.**

**Vancouver, BC.** Today at the 2025 Vancouver International Auto Show, BMW's innovative Digital Key Plus feature has been awarded the prestigious 2025 Best Safety Innovation Award by the Automobile Journalists Association of Canada (AJAC). This recognition highlights BMW's commitment to enhancing vehicle safety and convenience through cutting-edge technology. This win comes on the heels of the BMW i4 winning AJAC's 2025 Electric Car of the Year, the second car of the year title for the BMW i4 in Canada.

BMW Digital Key Plus, first introduced on the BMW iX in 2022, allows drivers to unlock and start their vehicle using their smartphones, providing a seamless and secure experience. Utilizing cryptographically secure, ultra-wideband (UWB) technology, Digital Key Plus offers enhanced security by ensuring that the key is only recognized when the user is in close proximity to the vehicle.

"The use of ultra-wideband technology is an innovative way to combat the 'relay' car thefts that have hit the headlines across Canada," said Graham Heeps, chair of the AJAC Innovation Awards. "BMW Digital Key Plus is a worthy and timely winner of AJAC's Best Safety Innovation Award."

Furthermore, Digital Key Plus offers a range of functionalities that enhance the overall driving and ownership experience, while always keeping safety at the forefront. Owners can

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share a digital key with family and friends, allowing them to access the vehicle without the need for a physical key. Shared digital keys are active only at the owner's discretion and can be revoked at any time. The feature is compatible with both iOS and Android devices, making it accessible to a wide range of users.

A notable secondary safety feature of Digital Key Plus is the "Restricted Driving" option when sharing a digital key. This functionality allows the primary key holder to set limitations on the vehicle's speed and other driving parameters for a shared digital key. This is particularly beneficial for parents who wish to lend their vehicle to younger or less experienced drivers, ensuring that they can drive safely within predefined limits. By providing this level of control, BMW enhances the safety of all drivers while promoting responsible vehicle use.

The AJAC Best Safety Innovation Award win is a testament to BMW's dedication to safety and innovation in the automotive industry. The award is given annually to recognize outstanding advancements in vehicle safety technology, as determined by a panel of expert automotive journalists.

Digital Key Plus is just one of the many ways BMW is leading the charge in automotive innovation, ensuring that safety and convenience remain at the forefront of its vehicle offerings.

For more information about BMW's Digital Key Plus and other innovative features, please visit [BMW Canada's website](#).

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### **BMW Group in Canada**

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 51 BMW



Canada

**Corporate Communications**



automobile retail centres, 26 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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