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Extended possibilities for premium connectivity: BMW integrates Ubigi’s global Personal eSIM solution.

+++ More flexibility for customers to enable premium connectivity features +++ New service launches in Germany and France, more European markets to follow +++ Easy set-up process via My BMW App +++

**Munich.** Starting today, BMW customers in France and Germany can activate the Personal eSIM of their vehicle with Transatel’s Ubigi 5G data plans to enjoy extensive infotainment features and WiFi connectivity, irrespective of their primary network operator for their regular smartphone subscription. The service will be available for BMW vehicles with BMW Operating System 8, 8.5 and 9 with the option Personal eSIM (SA6PA). Depending on the vehicle model, the Personal eSIM enables the in-vehicle WiFi-Hotspot, first-row video streaming services and in the case of 7 series vehicles equipped with the BMW Theatre Screen, a wide variety of entertainment powered by Amazon Fire TV.

Following Germany and France, the service will soon be rolled out to other European countries, too. To activate it in eligible BMW vehicles, owners can conveniently configure their Personal eSIM through the My BMW App and subscribe to Ubigi’s European data plans (EU 27 + UK + CH). Cost of the service is €10 per month for unlimited data allowance\*.

**Dr. Céline Laurent-Winter, Vice President Connected Vehicle Platforms at BMW Group:** “The partnership with Ubigi now offers our customers additional flexibility connecting their vehicle with an unlimited data plan. This enables even more digital content in our BMW fleet.”

“Since 2018, our footprint in the connected car industry has been significantly growing and we look forward to our extended connectivity partnership with BMW Group in the coming years,” said **Jacques Bonifay, CEO of NTT DATA’s global MVNO Transatel.**

\* Fair Use Policy with 100 GB high speed and roaming in 27 countries in Europe.

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**About BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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**About Ubigi**

Launched by [Transatel](https://www.transatel.com/) (subsidiary of NTT DATA), Ubigi is a global cellular connectivity service offering travelers, enterprise distributed workforces and connected vehicles owners’ prepaid mobile data plans at near-to-local rates in more than 200 destinations worldwide. Ubigi’s 4G/5G eSIM enabled connectivity solution has already been chosen by major “always-connected” PCs and tablets as well as automotive OEM’s including Jaguar Land-Rover, Stellantis and BMW Group. Ubigi services are available for consumers as well as professional partners and resellers. Learn more at [www.ubigi.com](http://www.ubigi.com)