



Media Information
13 January 2021

BMW announces BMW Digital Key Plus with Ultra-Wideband technology coming to the BMW iX. BMW Digital Key Plus offers customers a convenient and secure keyless access system.

Munich. As one of the pioneers in the use of a smartphone as a digital vehicle key since 2018, BMW is pressing ahead with the development and popularisation of its BMW Digital Key feature, which is available to iPhone users today. In line with this goal, the premium car manufacturer will introduce the BMW Digital Key Plus, a convenient and secure way to unlock and start your car without taking your iPhone out of your bag or pocket. This latest incarnation of the service is based on Ultra-Wideband (UWB) technology, the technology found on the U1 chip of iPhone. The BMW Digital Key Plus feature will be first launched with the all-electric BMW iX for iPhone.

Ultra-Wideband technology for enhanced convenience and security.

The new, additional features enabled by the BMW Digital Key Plus are based on Ultra-Wideband technology. This is a short-range, high-bandwidth digital radio technology that is characterized by an exceptionally precise localization with the greatest possible security. UWB's precision also ensures that relay attacks, where the radio signal is jammed or intercepted, are not possible. Apple and BMW have been working closely with the Car Connectivity Consortium (CCC) to establish the Digital Key specification 3.0 for UWB, providing a global standard for the automotive industry.

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The 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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