

# Ubigi cellular data connectivity is now included in the new BMW 7 Series in Japan

November 18, 2022 – Transatel, a subsidiary of NTT Ltd., announces today that its worldwide B2C connectivity service, [Ubigi](#), was chosen by BMW Japan to be included in its new BMW 7 Series. This agreement is part of the partnership between NTT Communications Corporation and BMW Japan. Ubigi SIM cards will be pre-installed in the car, allowing passengers to enjoy an exceptional rear-seat infotainment experience with the 31-inch 8K BMW Theatre Screen, including movies, music, and gaming on board. New [BMW 7 Series](#) owners in Japan will also be offered 200 GB pre-loaded Ubigi data for free for 6 months when purchasing the vehicle to activate in-car Wi-Fi and connect to video streaming services such as Amazon Prime Video, Netflix, Disney +, Hulu, and YouTube.

“After Jaguar Land-Rover and Fiat Chrysler Automobiles (FCA, now Stellantis), this new contract is strengthening our position in automotive connectivity. It was made possible by the strong synergies inside the NTT Group, with NTT Communications in particular. Ubigi eSIM service has been available in always connected PCs in Japan since 2017 and we look forward to announcing more partnerships with OEMs soon,” says Jacques Bonifay, CEO of global MVNO Transatel, who launched Ubigi brand.

## About Ubigi

Launched by [Transatel](#) (subsidiary of NTT Ltd.), 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 190 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 Microsoft, Jaguar Land-Rover and Stellantis (Fiat, Jeep, Alfa-Romeo, Maserati). Ubigi services are available for consumers as well as professional partners and resellers. Learn more about Ubigi by visiting [www.ubigi.com](http://www.ubigi.com)

## **About NTT Communications**

NTT Communications solves global technology challenges by helping enterprises utilize managed IT-infrastructure solutions to overcome complexity and risk in their IT environments. These solutions are backed by our worldwide infrastructure, including industry-leading, global tier-1 public and private networks reaching over 190 countries/regions, and more than 500,000m<sup>2</sup> of the world's most advanced data-center facilities. As the core provider of the DOCOMO group's enterprise-business services and solutions, we create value by providing global-scale support for restructuring in industry and society, new workstyles and digital transformation in communities. Together with NTT Ltd., NTT Data and NTT DOCOMO, we are the NTT Group. Learn more about NTT Communications at [www.ntt.com](http://www.ntt.com)

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