

Volvo Cars to launch a car without a key

For decades, drivers have been accustomed to accessing and driving cars with physical keys. But no longer. Volvo Cars plans to become the world's first car manufacturer to offer cars without keys from 2017.



Volvo customers will be offered an application on their mobile phones to replace the physical key with a digital key. The Bluetooth-based digital key technology will offer Volvo customers more flexibility, enabling them to benefit from entirely new ways to use and share cars. The new Volvo app enables the digital key on the customer's mobile phone to do everything a physical key currently does, such as locking or unlocking the doors or the boot and allowing the engine to be started.

Innovating for changing mobility needs

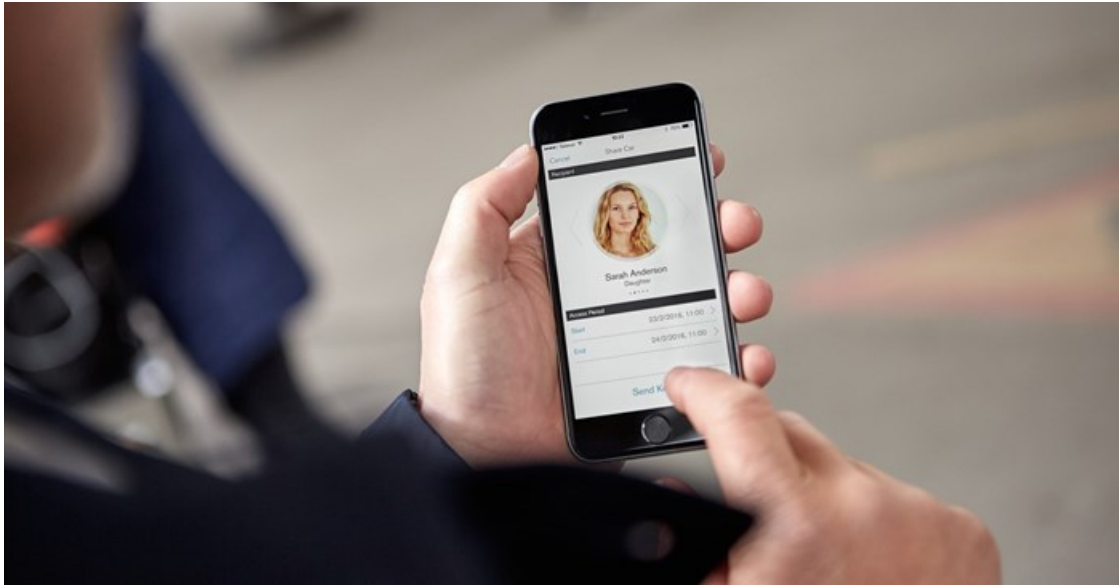
This new technology will also offer customers the possibility to receive more than one digital key on their app allowing them to access different Volvo cars in different locations - according to their changing mobility needs.

Using the app, people could potentially book and pay for a rental car anywhere in the world and have the digital car key delivered to their phone immediately. On arrival, the customer could simply locate the rental car via GPS, unlock it and drive away, avoiding those frustrating queues at airport or train station car rental kiosks.

Volvo Cars' digital key means that sharing a car will become both simple and convenient. Volvo owners will be able to send their digital key to other people via their mobile phones so that they can also use the car - this may include family members,

friends or co-workers in a company.

"At Volvo we are not interested in technology for the sake of technology. New technology has to make our customers' lives easier and save them time. Mobility needs are evolving and so are our customers' expectations to access cars in an uncomplicated way," says Henrik Green, vice president product strategy and vehicle line management at Volvo Cars.



Revolutionising car access and sharing

"Our innovative digital key technology has the potential to completely change how a Volvo can be accessed and shared. Instead of sitting idle in a parking lot the entire day, cars could be used more often and efficiently by whomever the owner wishes."

Volvo will pilot this technology in spring 2016 via its car sharing firm Sunfleet, stationed at Gothenburg airport, Sweden. A limited number of commercially-available cars will be equipped with the new digital key technology in 2017.

"There are obviously many permutations when it comes to how this shared key technology can be used," added Martin Rosenqvist, new car director, special products at Volvo Cars. "We look forward to seeing how else this technology might be used in the future and we welcome any and all ideas."

In 2015 Volvo launched the world's first commercial offer to have online shopping delivered directly to the car, by providing a one-time digital key to a delivery company. Now this digital key technology will also be made available for customers. Physical keys will continue to be offered for people who want them.

Volvo's keyless car technology will be shown for the first time at the Mobile World Congress 2016 (22-25 February) in Barcelona at the Ericsson booth.

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