

Special Feature

01

Possibilities of Digitalkeys: Bqey and Uqey

History of digitalkey development

Tokai Rika has been manufacturing automobile keys since shortly after its founding. It has reached the point where it has acquired the world's top class market share.

We launched Japan's first electronic key in 1983 and an immobilizer system in 1994. In 1999, we introduced a key-free system to the market that unlocks the doors when you approach your automobile and allows you to start the engine without having to insert your key into the ignition. This system is a product unique to our company that combines the convenience of an electronic key with the security features of an immobilizer system.

Twenty years later, in 2019, Tokai Rika launched TOKAI RIKA Digitalkey, a digitalkey business that distributes keys in the cloud using a smartphone app.

Utilizing the key technology and know-how cultivated in the automobile industry, we provide the company-car management DX service "Bqey" and rental car matching "Uqey."



Key-free system



Company-car management DX service "Bqey"



In-vehicle QEY box / QEY pocket

Company-car management DX service "Bqey"

In April 2022, we launched the DX service "FREEKEY company-car reservation" to solve company-car management issues.

This service is Tokai Rika's first SaaS (Software as a Service) product, and provides software and application functions via the Internet (cloud).

Everything from reserving and confirming a company car, filling out alcohol check records, car inspection records, daily driving reports, and even locking and unlocking the car with a digitalkey can be completed with just a smartphone. This dramatically improves driver convenience, making it easier for drivers to concentrate on their main tasks. Additionally, administrators are freed from the troublesome task of managing and handing over physical keys. Furthermore, all information such as reservation status, car inspection records, daily driving reports, and key authorization status is centrally managed in the cloud, significantly improving operational efficiency. For both drivers and administrators, "FREEKEY company-car reservation" provides a solution to company-car management issues and promotes DX.

The service name was changed to "Bqey" in December 2022. We are steadily increasing the number of contracted companies and contracted cars. This service is a new business that we are putting our utmost effort into.



Number of contracted companies:
200 or more

<https://bqey.com/>



Rental car matching app "Uqey."

In September 2022, we announced the development of a new rental car matching app that utilizes digitalkeys. In February 2023, we introduced it in advance in Okinawa Prefecture and began test operation.

This service has functions such as car search, reservation, in-app payment, driver's license verification



(identity verification), rental certificate issuance, and locking/unlocking with a digitalkey.

In March we added a function to take photos of rental cars when renting and returning them. As of May, we are operating this service in Okinawa, Hokkaido, and Fukuoka prefectures.

We will continue to regularly update features based on feedbacks from rental car operators and users, and strive to make the service even easier to use, tailored to each customer's needs.

<https://uqey.com/>



Obtained ISO27001 certification, an international standard for information security.

In May 2023, we obtained ISO27001 certification, an international standard for information security.

This certification requires the establishment and operation of appropriate information security policies, procedures, and measures that incorporate an information security management system.

In the process of planning, developing, operating,

and maintaining the digitalkey, we worked on employee training and security measures for the maintenance system, which led us to obtain this certification.

