Singtel

eSIMs:
The secret to unlocking cross-border IoT for automotive OEMs

IoT spending in the Asia-Pacific (APAC) region is rapidly growing – it's projected to reach USD435 billion in 2027.[1] This growth is fueling innovations in connected vehicles (CVs) and fleet management.

Network fragmentation can disrupt the successful rollout of CVs. With the right IoT connectivity strategy, US and Europe-based original equipment manufacturers (OEMs) can navigate these challenges and scale automotive IoT across APAC.

How OEMs are leveraging automotive IoT

BMW creates new revenue streams[2]

BMW taps into digital services by enabling in-car payments for traffic updates and entertainment subscriptions. This creates new revenue streams while offering drivers a seamless, connected experience.

Mercedes-Benz enhances ownership experience[3]

Mercedes-Benz boosts ownership by offering real-time data access and remote vehicle management through its application programming interfaces (APIs). Drivers can monitor key metrics and control features like EV charging and location via a smartphone, while also using in-car payments for services like parking and refuelling.

Volvo enhances safety and reduces maintenance costs[4]

Volvo uses over-the-air (OTA) updates for proactive maintenance, offering real-time vehicle status checks and safety alerts. This helps reduce downtime, prevent accidents, and cut maintenance costs, ensuring vehicles stay safe and efficient.

eSIMs remove cross-border IoT deployment challenges for OEMs, unlocking software-based operations across APAC. Here's how:

The power of eSIMs for multi-domestic connectivity

Seamless cross-border vehicle operations
No need for manual SIM swaps.

Instant local network switching
Regional connectivity is always on.

Enabled real-time updates, diagnostics, and in-car services
Automotive IoT devices operate beyond borders while enabling proactive maintenance.

Reduced compliance and deployment complexities
eSIMs switch to the local network automatically. No need to manually deploy in every location.

How BYD uses IoT for fleet optimisation

BYD enhances fleet efficiency using IoT for GPS tracking, vehicle monitoring, and video telematics, providing real-time data to optimise routes, energy use, and driver behaviour across borders. In 2024, it surpassed its target sales of 4 million new EVs, matching Ford and Honda.[5]

Thanks to its IoT-powered fleet management, BYD is now a market leader in Southeast Asia:

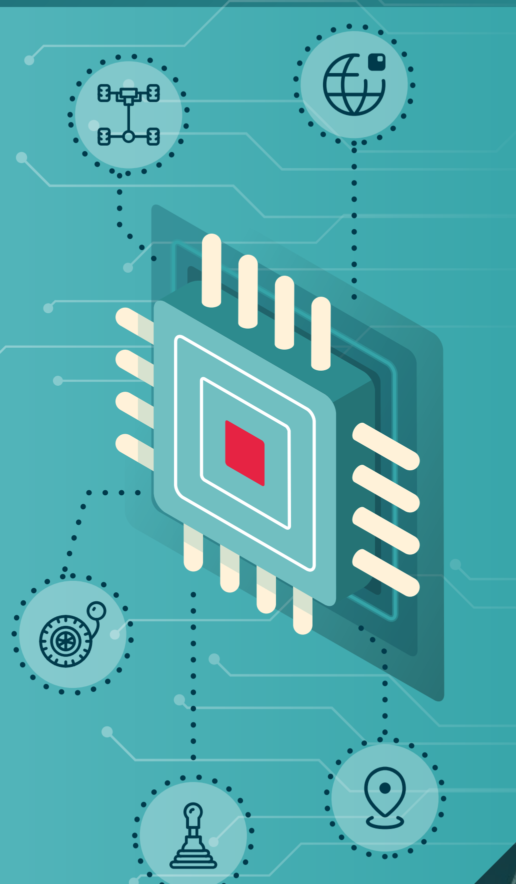
- Sold over 417,000 new EVs outside of China in 2024[6]
- Ranked first in Indonesia's top 10 best-selling EV brands[7]
- Partnered with Grab in 2025 to deploy up to 50,000 EVs in Singapore, Malaysia, Indonesia, the Philippines, Thailand, and Vietnam[8]
- Quadrupled sales in Singapore in 2024 compared to the previous year, becoming Singapore's most popular car brand in 2024, unseating Toyota[9]

With Singtel's eSIM technology, BYD ensures seamless connectivity across APAC, keeping vehicles and driver systems running smoothly wherever they go.

Think regionally. Scale seamlessly.

It's time to think regionally. Scale automotive IoT in APAC by adopting a multi-domestic approach to connectivity using eSIMs. This approach lets you overcome regional barriers, ensuring smooth, borderless operations across multiple markets.

- Adopt a multi-domestic eSIM strategy.
- Navigate IoT challenges with an expert connectivity partner.
- Enable OTA updates, remote monitoring, and in-vehicle commerce effortlessly.



How Singtel can help you scale automotive IoT in APAC

Unlock the full potential of connected vehicles with Singtel. We simplify the complexities so that your operations can expand seamlessly. Our IoT connectivity solution supports OTA updates, remote monitoring, and in-vehicle commerce, ensuring your fleet is always connected, efficient, and ready for the future.

Partner with Singtel to navigate the future of connected vehicles in APAC and scale automotive IoT effortlessly.

Contact us today

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