NEWS RELEASE

Unity Asset Manager Powers BMW Group’s Groundbreaking 3D Mine Platform

2025-06-04

Automotive leader BMW Group adopts Unity’s cloud-based digital asset manager to streamline 3D asset management and accelerate digital transformation

SAN FRANCISCO--(BUSINESS WIRE)-- Unity (NYSE: U), the leading platform to create and grow games and interactive experiences, yesterday announced that BMW Group has selected Unity Asset Manager to power its groundbreaking 3D asset management platform, 3D Mine. This innovative solution marks a significant step in the premium automotive manufacturer’s digital transformation, enabling faster and seamless collaboration, stronger security, and more efficient operations across teams at scale.

Unity’s 3D asset management platform is streamlining workflows across all BMW Group business units—including design, engineering, and marketing.

BMW is using Unity’s cloud-based platform to tackle long-standing challenges in managing vast 3D asset libraries, including version control issues, inconsistent file formats, and collaboration hurdles. Unity Asset Manager simplifies and centralizes this process, giving BMW the tools to scale content creation and innovation across departments.

“We’re proud to support BMW Group’s push toward a smarter, more connected future,” said Alex Blum, Chief Operating Officer, Unity. “With Unity Asset Manager, BMW Group’s teams can now work in sync on a single source of truth for 3D assets, all while maintaining enterprise-grade security and unlocking new efficiencies. Together, we’re driving innovation, reinforcing BMW Group’s leadership as a trailblazer in automotive digital transformation.”

Unity’s broader ecosystem also supports advanced visualization and real-time collaboration, enhancing workflows across BMW Group’s design, engineering, and marketing functions. Built on a scalable architecture, 3D Mine is designed to grow with the needs of BMW Group’s global operations, helping deliver consistent value across teams and regions.

About Unity Software Inc. (Unity)

Unity [NYSE: U] offers a suite of tools to create, market, and grow games and interactive experiences across all major platforms from mobile, PC, and console, to extended reality (XR). For more information, visit **Unity.com**.

Forward-Looking Statements

This publication contains “forward-looking statements,” as that term is defined under federal securities laws, including, in particular, statements about Unity's plans, strategies and objectives. The words “believe,” “may,” “will,” “estimate,” “continue,” “intend,” “expect,” “plan,” “project,” and similar expressions are intended to identify forward-looking statements. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. Further information on these and additional risks that could affect Unity’s results is included in our filings with the Securities and Exchange Commission (SEC) which are available on the Unity Investor Relations website. Statements herein speak only as of the date of this release, and Unity assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this publication except as required by law.

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Source: Unity Software Inc.