

Apple launches AirTag 2 with improved range, louder speaker, more

Summary

The article describes the new AirTag 2, which features an upgraded second-generation Ultra Wideband chip for improved range and Precision Finding. The new AirTag also boasts a louder speaker, making it easier to locate.

Ryan Christoffel | Jan 26 2026 - 6:07 am PT



Apple has [announced](#) a brand new AirTag 2 that's available to order now, here are the details on the update.

New AirTag available to order today, ships later this week

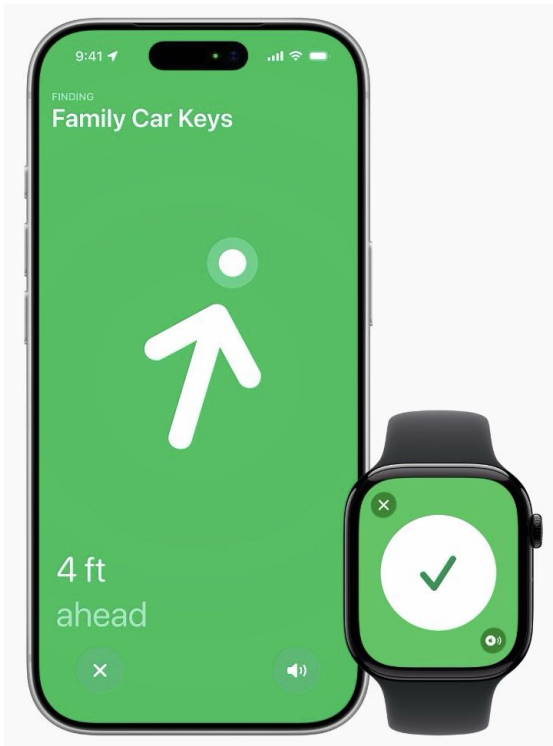
Apple has a new AirTag [available today](#), replacing the existing model. It's simply called the "new AirTag," but is the formal successor to the first AirTag launched nearly five years ago—a true AirTag 2.

The new AirTag comes with an upgraded second-generation Ultra Wideband chip for improved range, including when using Precision Finding.

From Apple Newsroom:

Apple's second-generation Ultra Wideband chip — the same chip found in the iPhone 17 lineup, iPhone Air, Apple Watch Ultra 3, and Apple Watch Series 11 — powers the new AirTag, making it easier to locate than ever before. Using haptic, visual, and audio feedback, Precision Finding guides users to their lost items from up to 50 percent farther away than the previous generation. And an upgraded Bluetooth chip expands the range at which items can be located. For the first time, users can use Precision Finding on Apple Watch Series 9 or later, or Apple Watch Ultra 2 or later, to find their AirTag, bringing a powerful experience to the wrist.

Another key upgrade with the new AirTag is an improved speaker, which should also make the accessory easier to find. Apple says: "With its updated internal design, the



new AirTag is 50 percent louder than the previous generation, enabling users to hear their AirTag from up to 2x farther than before.”

Apple also touts privacy and security improvements with the new AirTag:

Designed exclusively for tracking objects, and not people or pets, the new AirTag incorporates a suite of industry-first protections against unwanted tracking, including cross-platform alerts and unique Bluetooth identifiers that change frequently.

There are no further details given on the “industry-first protections.” However, that’s likely for the sake of ensuring those protections stay effective. Apple doesn’t want to give potential bad actors more information than necessary.

The new AirTag is [available to order today](#) and ships later this week.

Pricing is the same as the first AirTag — \$29 for a single AirTag and \$99 for a 4-pack. Free personal engraving is available too.

You can also buy an [AirTag FineWoven Key Ring](#) in one of five colors: fox orange, midnight purple, navy, moss, and black. It costs \$35.