DO WE NEED A WAKEUP CALL TO KEEP DRIVER-LESS CARS PROTECTED?

@DvirReznik | @HARMANSecurity

Geneva Auto Show 2018

#ICT4SDG
TREND 1: CONNECTED, CONNECTED, CONNECTED

**Connected Car Sales**

- **2017**: 50 (Connected Car Sales), 150 (Connected Cars In-Use)
- **2020**: 50 (Connected Car Sales), 250 (Connected Cars In-Use)
- **2023**: 50 (Connected Car Sales), 350 (Connected Cars In-Use)

Source: IHS Markit
80% of vehicles will NOT be connected by 2020.

Statistica, 2017
WE’RE DOING (AND NOT ONLY TALKING…)

WHAT DO YOU SEE AS THE BIGGEST OBSTACLE TO THE GROWTH OF CONNECTED CARS?

- Cost: 6%
- Safety concerns: 18%
- Cybersecurity/privacy concerns: 31%
- Capabilities of the technology: 19%
- Consumer readiness to adopt: 10%
- Lack of a regulatory framework: 13%

Source: Foley & Lardner LLP
### WHAT DO YOU SEE AS THE BIGGEST OBSTACLE TO THE GROWTH OF AUTONOMOUS VEHICLES?

<table>
<thead>
<tr>
<th>Obstacle</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>8%</td>
</tr>
<tr>
<td>Safety concerns</td>
<td>35%</td>
</tr>
<tr>
<td>Cybersecurity/privacy concerns</td>
<td>1%</td>
</tr>
<tr>
<td>Capabilities of the technology</td>
<td>12%</td>
</tr>
<tr>
<td>Consumer readiness to adopt</td>
<td>24%</td>
</tr>
<tr>
<td>Lack of a regulatory framework</td>
<td>17%</td>
</tr>
</tbody>
</table>

Source: Foley, 2017 Connected Cars & Autonomous Vehicles Survey
Deploy an End-to-End, IDS Cybersecurity Solution

Future-Proof Our Vehicles

Set Standards & Guidelines, Information Sharing