

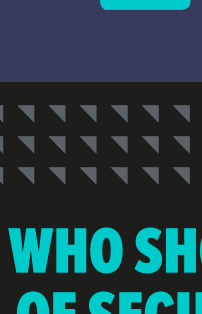
**TU-Automotive
Cybersecurity**

SURVEY RESULTS

HOW WILL AUTOMOTIVE SECURITY SERVICES IMPACT THE WAY CUSTOMERS INTERACT WITH THEIR VEHICLE?

Not at all, they will operate in the background and consumers will not interact with them

34%



Customers may be restricted in connecting to their car's internet or connecting their cars to the internet

30%



Customers will be able to manage their cars security themselves much like a PC antivirus model

22%

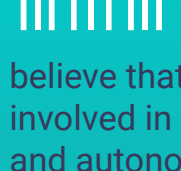


Other

14%



WHO SHOULD BE THE ONES TO SHOULDER THE BURDEN OF SECURING CONNECTED & AUTONOMOUS VEHICLES?



69%

believe that all stakeholders involved in securing connected and autonomous vehicles should share the burden of creating a secure vehicle.



In contrast, just

24%

believe it is the sole responsibility of the automaker to secure the car they produce.

WHAT IS THE BIGGEST HURDLE TO SOLVING AUTOMOTIVE SECURITY?

ALL OEMS SECURITY EXPERTS

30%

13%

24%

A lack of industry standards

13%

20%

17%

Adequate security technology for cyber-physical system security

27%

33%

26%

Cross industry collaboration

11%

13%

A lack of education of the partners and customers of OEMs

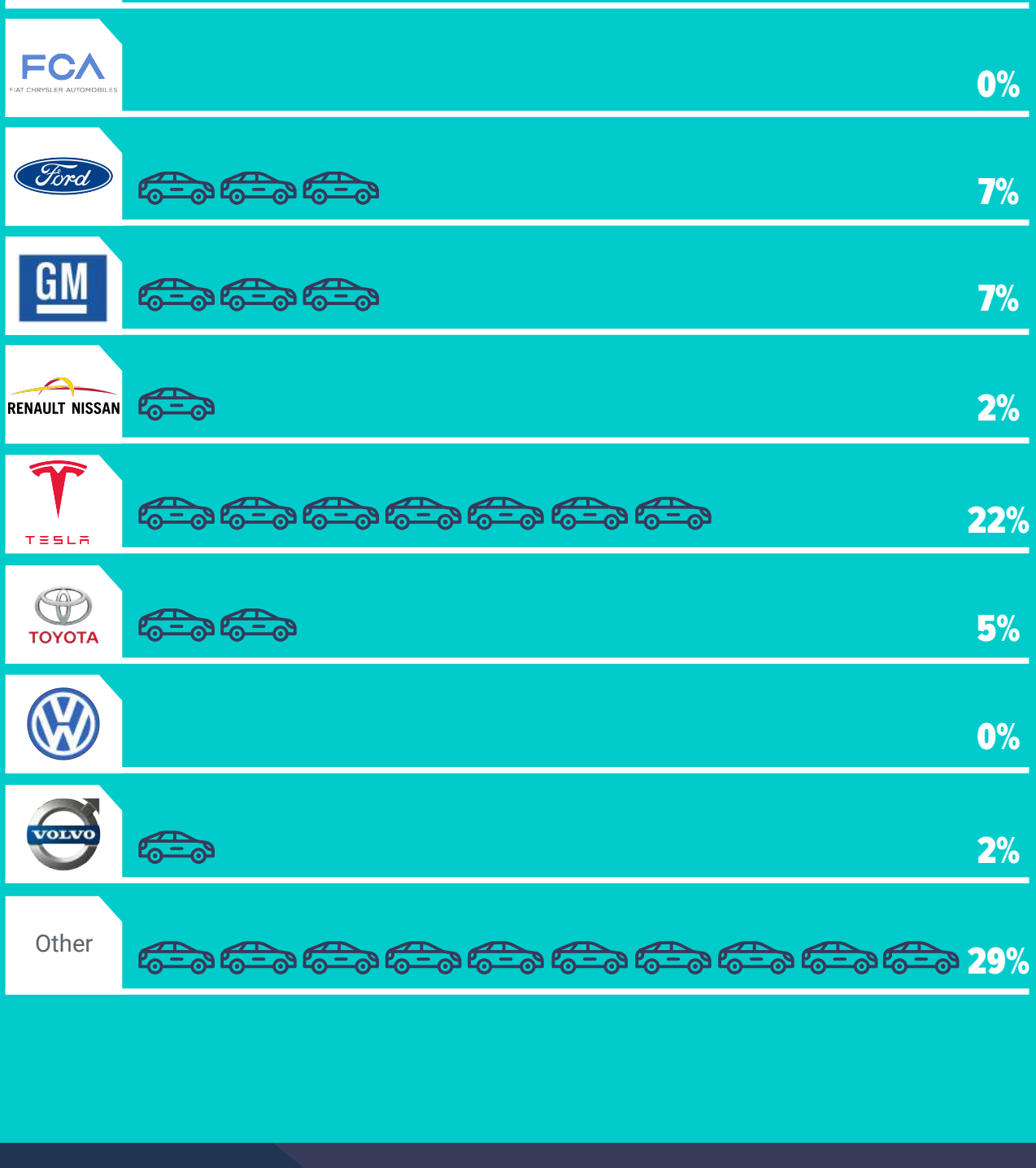
9%

13%

7%

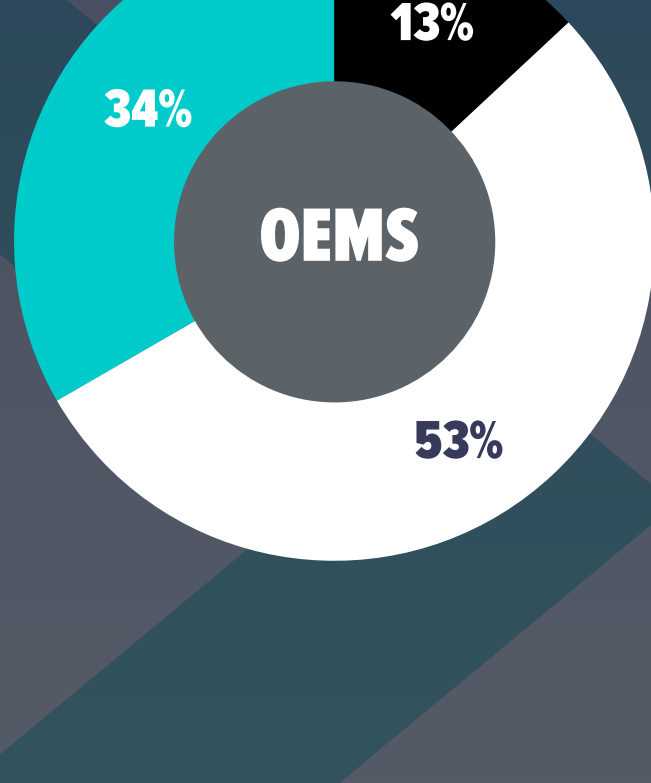
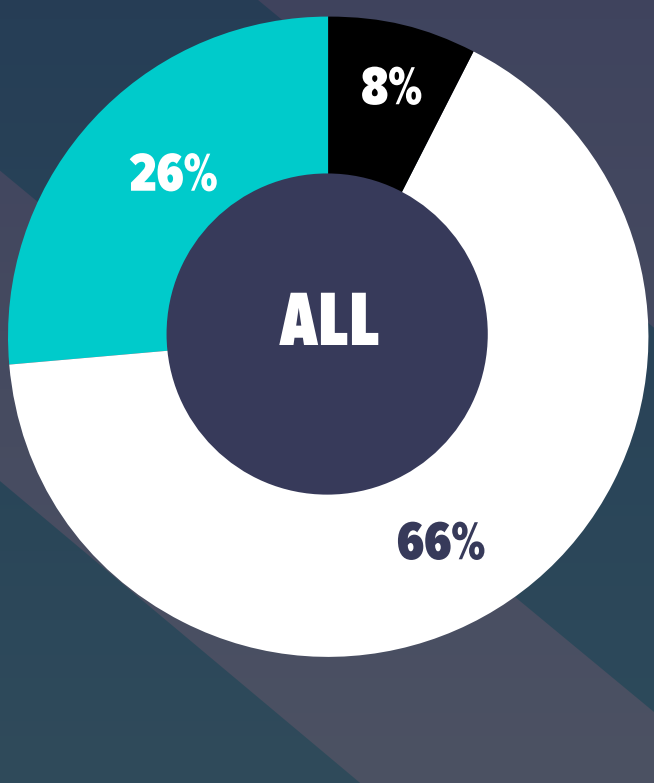
A lack of cybersecurity experts

WHICH AUTOMAKER DO YOU THINK HAS THE BEST AUTOMOTIVE SECURITY?



ARE AUTOMAKERS DOING ENOUGH TO SECURE CONNECTED & AUTONOMOUS VEHICLES?

Yes
No
Don't know



WHAT SHOULD BE THE TOP PRIORITIES FOR DEVELOPING CYBER SECURE AUTOMOTIVE SYSTEMS?



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