

**J.D. POWER**  
McGraw Hill Financial

# Panel Discussion: Threats, Vulnerabilities and the Connected Car

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Speaker Questions in  
the Main Ballroom?

J.D. POWER  
AMR  
10th ANNIVERSARY

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# What Are We Protecting

**\$2+ Trillion**

global revenue for 2014

**254M+**

vehicles registered  
in the United States

**1.7B**

Connected cars on the  
road by 2035 globally

**88M+**

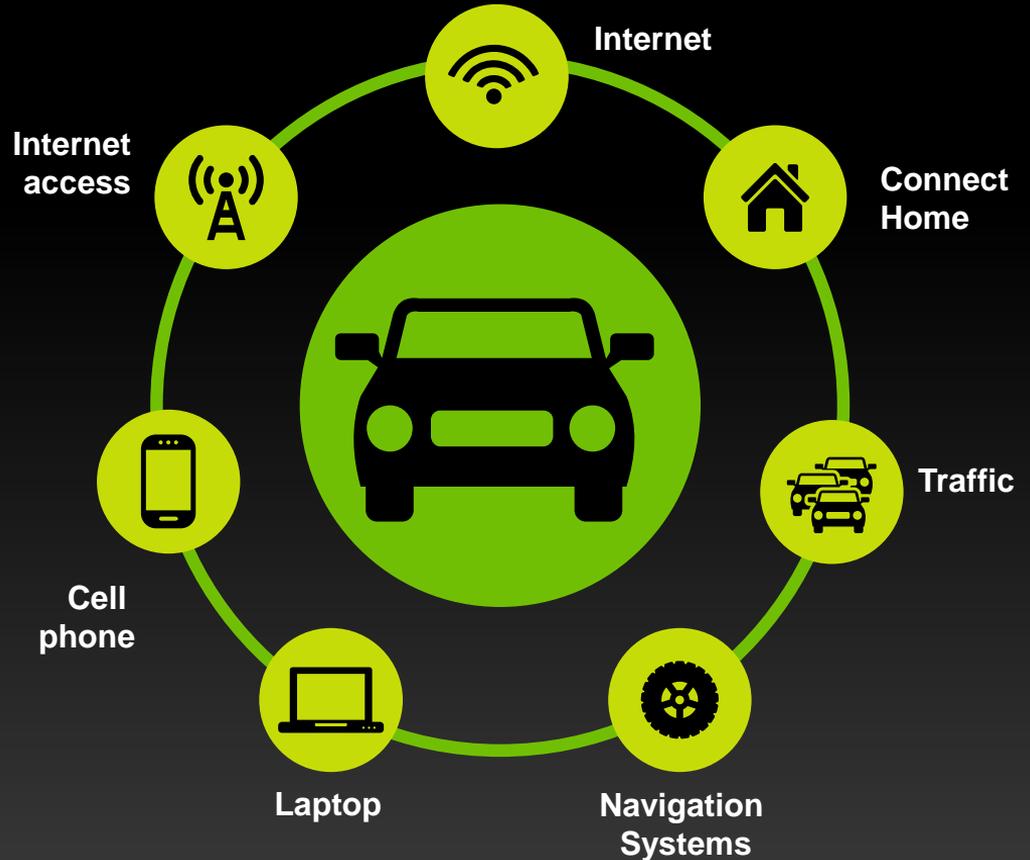
cars produced  
annually globally

**80%**

expect connected car  
experience to be same  
as home

**50-100+**

computers on a new  
luxury car today



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# What's at Risk?

**~23K**

Franchise  
dealerships  
in US

**50+**

Dealer  
System  
Providers

**1M+**

People working  
in US dealerships

**36%**

Employee  
turnover rate  
*NADA*

**3.5%**

Auto industry  
% of US GDP

**“100%**

of vehicles on the market include wireless technology that could pose vulnerabilities to hacking....Security measures...are inconsistent and haphazard across manufacturers.”

Markey Report 2015

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# “Data breaches are making people hate your brand”

Fast Company 2014

**72%** of consumers say their perception of the retailer/company changed for the worse

*Annalect 2014*

**45%** of consumers would definitely or probably avoid one of their regular stores if that retailer experienced a data breach

To restore an organization’s reputation after a breach takes about

**1yr** (11.8 months) *Ponemon Institute 2012*

**29%** said they probably would not shop there

**16%** said they definitely would not return  
*CreditCards.com 2014*

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# More Code than Steel



“Get ready for more software bugs”

**GeekWire**

“Statistics show that more than **50%** of recalls of...are because of bugs in the software, not because of some mechanical issue.”

*Oren Betzaleli, Red Bend*



On average, commercial software contains between **20 and 30 bugs for every thousand lines of code**, meaning the software in an automobile could **have 1 to 2 million bugs that could be exploited by a hacker.**

*Carnegie Mellon University*



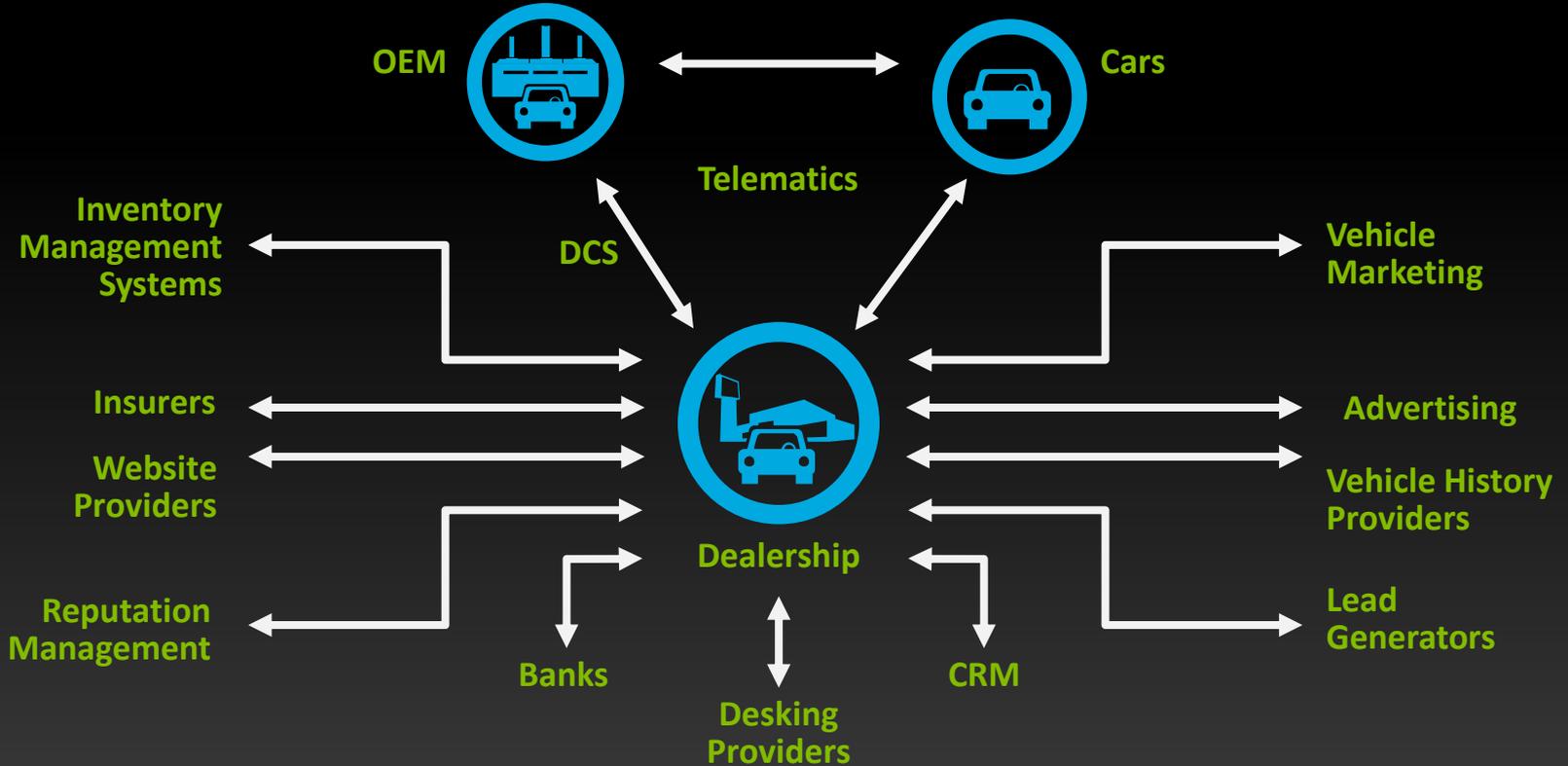
“The car is the **biggest consumer electronics device** you can have.”

*Raj Nair, CTO, Ford Motor Company*

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# Dealer Data Ecosystem



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“

It's no secret in the automotive retail world that dealers are vulnerable to attacks. One scenario is direct attacks against their businesses while a second involves the possibility that hackers could target dealerships to gain access to entire networks of connected vehicles or even their manufacturers.

”

**“Dealerships Are Key in Cyber Attack Wars”**

*Banks Report, Dec 2014*

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# Discussion

**Whose job  
is it to secure  
the industry?**

**Associations  
or  
organizations?**

**Who will  
pay for it?**

**Role of OEM?  
The dealer?  
Technology  
partners?**

**Shared  
standards  
for dealers  
& OEMs?**

**Intelligence  
sharing?**

**Potential  
legislation?**

**Where are we  
vulnerable?**

# Thank You!

## Contacts

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