

THE LIKELIHOOD THAT AN AUTO DEALERSHIP WILL HAVE A DATA BREACH IS HIGH



REPORTED ONE OR MORE BREACHES OR SECURITY INCIDENTS IN 2017.<sup>2</sup>

WHEN MAKING A PURCHASE AT A DEALERSHIP, NEARLY



CONSUMERS ARE NOT CONFIDENT IN THE SECURITY OF THEIR PERSONAL AND FINANCIAL DATA.<sup>3</sup>



ONE STUDY SHOWED THAT 84% OF CUSTOMERS WOULD NOT RETURN TO A DEALERSHIP THAT HAD BEEN THE VICTIM OF A DATA BREACH.<sup>3</sup>

Sources:

- 1. Breach Level Index, Gemalto, 2017
- 2. IT Security at SMBs: 2017 Benchmarking Survey, Cyren, 2017
- 3. 84 Percent of Buyers Would Shun Their Dealership After Data Breach, Auto Remarketing, June 2016
- 4. Global Automotive Executive Survey 2017, KPMG, 2017
- 5. 2017 State of SMB Cybersecurity Report, Keeper Security and Ponemon Institute, 2017
- 6. Making the Connected Car Secure, IoT Innovation, 2018

EVERY MINUTE OF EVERY DAY, 3,551 RECORDS ARE LOST OR STOLEN AROUND THE WORLD



52% of AUTOMOTIVE EXECUTIVES



48% of CONSUMERS

RATE DATA PRIVACY AND SECURITY TO BE EXTREMELY IMPORTANT PURCHASING CRITERIA.<sup>4</sup>



BUYING A CAR IS INCREASINGLY AN ONLINE BUSINESS, BUT ONLY 39% OF SMBS SAY TECHNOLOGIES CURRENTLY USED BY THEIR ORGANIZATION CAN DETECT AND BLOCK CYBER ATTACKS.<sup>5</sup>



CYBER ATTACKERS TARGET CUSTOMER RECORDS IN SMBS 63% OF THE TIME.<sup>5</sup>

BY 2020, AN ESTIMATED 250 MILLION CONNECTED VEHICLES WILL BE ON THE ROADS WORLDWIDE



COLLECTING AND UTILIZING DATA ABOUT ROAD CONDITIONS, THE CAR, AND DRIVER PREFERENCES.<sup>6</sup>

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