

NOT ALL THREATS ARE ON THE ROAD

A perfect storm is building in the automotive sector.

A rise in connected vehicles is coincided by a consumer base unaware of their vulnerability and a steady increase in vehicle-related cybercrime. HSB sees the risk and is introducing HSB Cyber Protection coverage for auto.

The numbers speak for themselves.



THE MARKET PICTURE

THE CONNECTED VEHICLE MARKET IS STEADILY GROWING

2020
and beyond

Any vehicle built after this date is potentially a target

~151M
connected cars

There were an estimated 151.4M connected cars on the road in 2023

~15M
new vehicles

Approximately 15M new connected vehicles will be purchased in 2024

225%
increase

The automotive industry has experienced a 225% increase in cyberattacks over the last three years



THE VULNERABILITY

COMPLEXITY AND EXPLOITS ARE BOTH ON THE RISE

TOP THREE VULNERABLE CONNECTIONS FROM

2022-2023

Cloud telematics + apps increased from

35% to 43%

Infotainment systems increased from

8% to 15%

APIs (application programming interfaces) increased from

12% to 13%

COMMON AUTOMOTIVE CYBERSECURITY THREATS

Remote Key Exploits | Infotainment Attacks
Brute Force Network Attacks
Phishing | Ransomware
Compromised Aftermarket Devices
Exploiting EV Chargers



THE CONSUMER MINDSET

DRIVERS ARE JUST BEGINNING TO SEE THE PROBLEM

72%
surveyed

72% of those surveyed have synced a phone with their personal vehicle

60%
of respondents

60% of respondents store personal information on their car's computer

57%
synced a phone

57% of respondents have synced a phone with a rental car

79%
are concerned

79% of those with plug-in vehicles are concerned about the safety of their data

