

Vehicles are now computers on wheels





A hyper-connected world, a cybersecure society



Businesses and public institutions need **new visions, ideas** and **strategies** to :

- Addressing the needs of people living in a digital and connected world
- ➤ Communicate, train and research on the importance of cybersecurity applied to mobility in the 21st century: vehicles, fleets, users, infrastructures...
- > Anticipating legislative changes
- > Preventing cybercrime
- > **Dealing with reputational crises** arising from cybersecurity vulnerabilities...



WHAT WE DO

Grupo CYBENTIA is a research, awareness and strategic communication consultancy specializing in cybersecurity applied to connected vehicles and smart mobility.





TARGET AUDIENCE

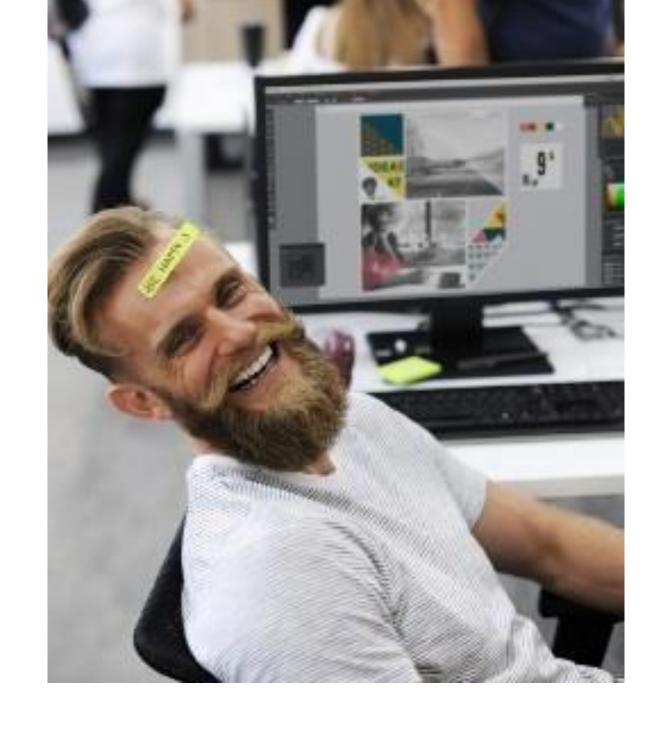
- √ Vehicle and component manufacturers
- ✓ Technology brands
- ✓ Companies with Fleet Management Systems, logistics, rental, leasing, renting, car sharing...
- ✓ SMEs that want to position themselves in the mobility of the future
- ✓ Motor insurance companies
- ✓ Cybersecurity enterprises that are turning their business lines towards mobility
- ✓ Official Workshops and Dealers
- ✓ Associations promoting Road Safety
- ✓ Public institutions
- **√** Smart cities
- ✓ ... AND USERS using connected vehicles: managers, private individuals, business people, entrepreneurs ...





WHAT MAKES US UNIQUE

Hackers, IT engineers,
CyberQTesters and journalists
work together to research,
test and provide solutions to
enterprises in the field of
cybersecurity, applied to
mobility.

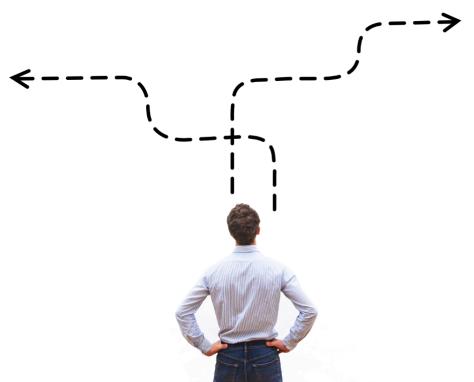




THE SECRET OF OUR SUCCESS

CYBERL
MARKET
ability to research, report,
generate high quality

ability to **research**, report, generate high quality content in automotive/mobility **cybersecurity** and deliver **solutions** to enterprises and institutions.



OUR BUSINESS AREAS

1 – STRATEGIC CONSULTANCY

- CYBERLABORATORY
- MARKET INTELLIGENCE
- RESEARCH REPORTS

2 - AWARENESS-RAISING AREA

- HACKERCAR
- TRAINING
- EVENTS



STRATEGIC CONSULTANCY

- CYBERLABORATORY
- MARKET INTELLIGENCE
- RESEARCH REPORTS
- BUSINESS SOLUTIONS

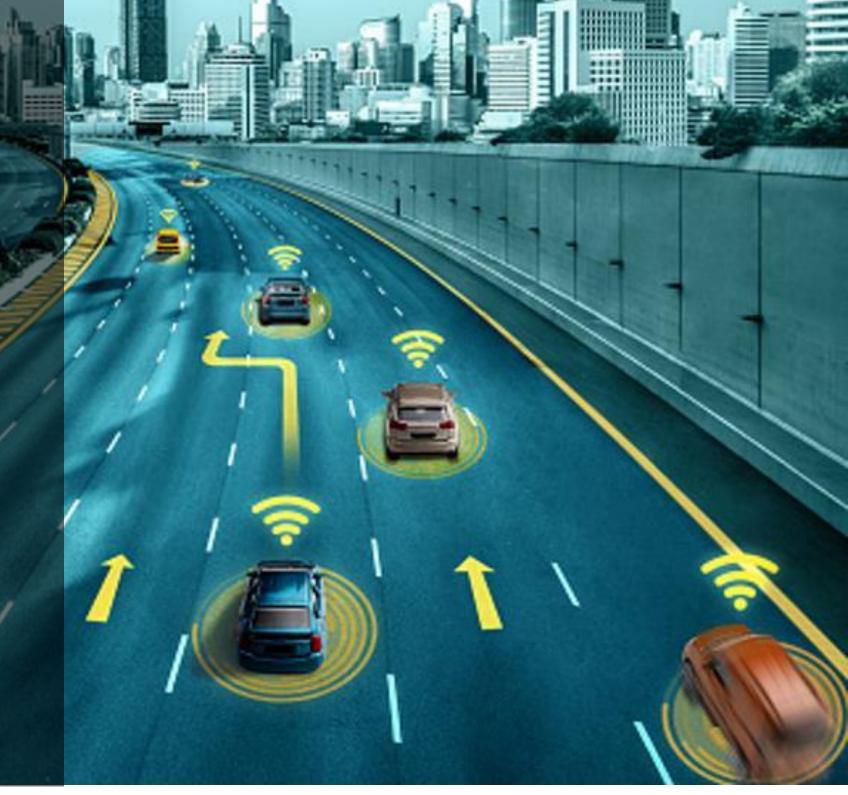




WHY A STRATEGIC CONSULTANCY

From vehicle manufacturers and their suppliers to end users, they need to be aware of cybersecurity risks and threats. In addition, all actors in the value chain need to be provided with thoroughly trained personnel.

This is the raison d'être of our STRATEGIC CONSULTANCY: to help enterprises and institutions to develop a good cybersecurity and smart mobility performance applied to their vehicle fleets, their fleet management system, their employees, their managers and their enterprise protocols on cybersecurity.

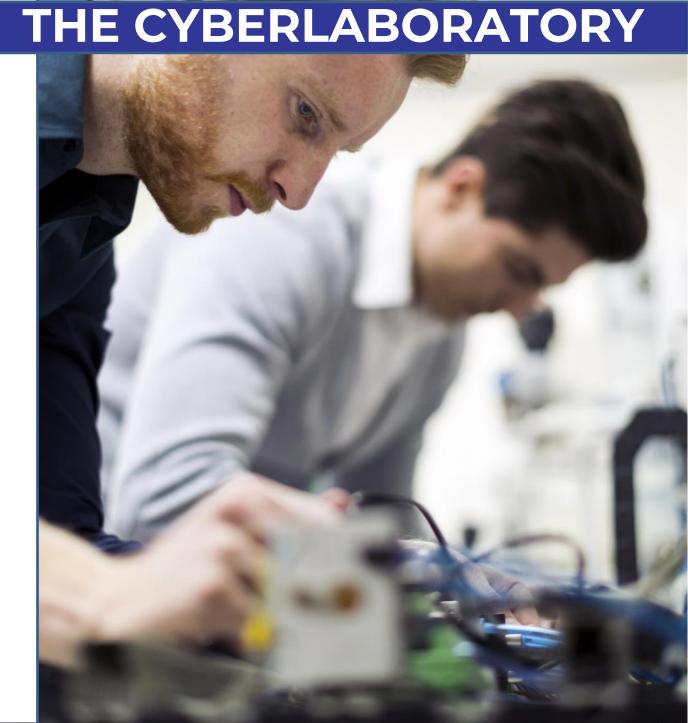




A PLACE FOR RESEARCH AND TRAINING

CYBENTIA's test laboratory is an infrastructure equipped with the necessary equipment for CyberQTesters to carry out scientific research on vehicles and their technologies to verify:

- > That, as required by the new UNECE/R155 regulation, the vehicle's systems and technologies are functioning correctly.
- > User actions that could leave that vehicle's door open to a cracker.
- > If, for example, it is easy to manipulate a vehicle's sensors and measures are implemented to ensure its cybersecurity.





AUTOMOTIVE, TECHNOLOGY AND CYBERSECURITY

We have the best and most experienced team in market research: quantitative, qualitative, global trend detection, mistery shopper... This translates into:

- > Optimization of project design
- Increased added value in analysis and recommendations
- Adaptation to the needs of the sector, agility and affordability



If you would like us to develop a tailor-made strategy, please contact us

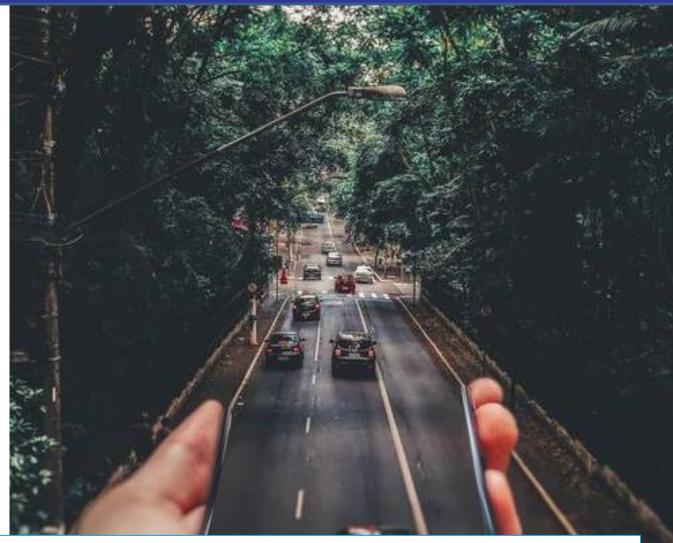


CYBERSECURITY, AUTOMOTIVE AND MOBILITY

With all the results of the research carried out in the CYBERLABORATORY and the results obtained from the field work of the TEAM OF ANALYSTS, all kinds of tailor-made publications, technical reports and market trend reports related to mobility and cybersecurity applied to vehicles, fleets, users, infrastructures, regulations, etc... are produced from a POSITIVE, ANALYTICAL AND CONSTRUCTIVE point of view...



RESEARCH REPORTS



If you would like to have access to one of these publications, please contact us



HackerCar

Mobility Cybersecurity

Technology

THE FIRST DIGITAL
PLATFORM FOR
RESEARCH AND
AWARENESS RAISING

If your company offers cybersecurity and mobility solutions and you want us to tell you about it, contact HackerCar





OUR FLAGSHIP: HackerCar

MOTOR · CIBERSEGURIDAD · TECNOLOGÍA

- ✓ Digital platform for research, awareness-raising and communication
- ✓ Newsletter targeted at industry influencers
- ✓ Intensive presence in social media
- ✓ YouTube video channel
- +2.500 articles per year
- +350 videos and audiovisual content



- **+818.000** unique users
- +4,18 million page views







TRAINING

COURSES - VIRTUAL AND FACE-TO-FACE -, ROUND TABLES AND WORKING GROUPS

AWARENESS-RAISING: THE IMPORTANCE OF CYBERSECURITY

- The **importance** of **cybersecurity** in business.
- 2. Cybersecurity in the automotive and mobility sector
- 3. Cybersecurity **legislation** in the automotive industry
- 4. Political **decision** making on cyber security



EVENTS

BUSINESS CYBERMOBILITY

Hackers demonstrate the responsible use of company logistics and vehicle fleets live at a fun-filled event.

HACKERCAR EXPERIENCES

A fun/technological event on a circuit where hackers and technology experts from car manufacturers teach how to get the most out of the systems included in a car and the risk of their misuse.

large, medium and small that need to protect their vehicle fleets, the company itself and its management.

☐ **AIMED TO ...** citizens who drive or travel in smart cars.



AWARDS 'CYBER CAR OF THE YEAR' ...and much more





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WHAT IS THE AIM OF THE OF THE AWARDS?

PUBLICLY RECOGNISE - AT A GALA
CEREMONY - THE VEHICLE
MANUFACTURERS, ENTERPRISES,
INDIVIDUALS AND INSTITUTIONS THAT
HAVE DONE THE MOST FOR
CYBERSECURITY IN CONNECTED CARS
AND SMART MOBILITY



If you would like to participate or submit your application, please contact us





EUROPEAN BENCHMARK IN CYBERSECURITY AND MOBILITY



We are a benchmark in cybersecurity and automotive/mobility for many reasons:



 CYBENTIA is included as an enterprise belonging to the Green Pact Community of Vitoria-Gasteiz.



 CYBENTIA is supported by the Alava Technology Park.



 CYBENTIA has the Guardianship Certificate of the Chamber of Commerce, Industry and Services of Alava.



 CYBENTIA is supported by Madridmasd.



 CYBENTIA is included as an associated company in the mobility and logistics cluster of the Basque Country.



 CYBENTIA is included in the list of training companies recommended by the National Institute of Cybersecurity INCIBE.



CYBENTIA is supported by Parque Científico de Madrid.



 CYBENTIA is a UN service provider.



 CYBENTIA is included in the white book of cybersecurity companies in the Basque Country.















A GROUP IN FULL EXPANSION







ARE WE COUNTING ON YOU?



Parque Científico, Calle Faraday 7, 28049, Madrid.



SEDE EN VITORIA-GASTEIZ

Parque Tecnológico, Calle Hermanos Lumiere 11, 01510, Vitoria-Gasteiz (Álava).



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