



CYBENTIA[®]
GRUPO

RESEARCH,
AWARENESS-RAISING
AND STRATEGIC
COMMUNICATION
CONSULTANCY

**MERGING CYBERSECURITY
WITH CONNECTED VEHICLES
AND SMART MOBILITY**

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

It is based on our unique 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

MARKET INTELLIGENCE

We have the best and most experienced team in market research: quantitative, qualitative, global trend detection, mystery 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



RESEARCH REPORTS

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...

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

1. 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

If you would like information on tailor-made training, please contact us



AWARENESS- RAISING EVENTS

EVENTS

BUSINESS CYBERMOBILITY

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

- ❑ **AIMED TO...** enterprises - large, medium and small - that need to protect their vehicle fleets, the company itself and its management.

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.

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



AWARDS

‘CYBER CAR OF THE YEAR’ ...and much more

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.

MEDIA PARTNERS





A GROUP IN FULL EXPANSION



SEDE EN VITORIA-GASTEIZ
Parque Tecnológico Miñano



SEDE EN MADRID
Parque Científico de Madrid



NOBODY KNOWS MORE ABOUT CYBERSECURITY, CONNECTED CARS AND SMART MOBILITY

**ARE WE COUNTING
ON YOU?**



SEDE EN MADRID

Parque Científico, Calle Faraday 7,
28049, Madrid.



SEDE EN VITORIA-GASTEIZ

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



JONATHAN BEDOYA

Director of Strategic Partnerships and Training Manager

desarrollo.negocio01@cybentia.com

Tlf: 678 400 580

GONZALO FERNÁNDEZ

Events and Marketing Manager

desarrollo.negocio03@cybentia.com

Tlf: 678 400 591