

Mobility.Pioneers Takes On Automotive Cybersecurity

Exclusive Interview with startup Karamba Security

Vienna, January 29th, 2018 - With Mobility.Pioneers coming up in Munich next week on Thursday, we chat with Karamba Security co-founder and CTO Assaf Harel. The Israeli startup is a leader in fighting the current and future dangers around cars getting hacked. In addition to a glimpse at the tech Assaf will demonstrate on stage, we reveal the names of several more speakers.

The consequences of a self-driving car getting taken over by a malicious hacker don't take a great deal of imagination to picture - The more that automation features in our mobility landscape, the more OEM's need to worry about making sure their systems are safe from intrusion.

"Elon Musk said that if someone gets into our autopilot ECU and drives all Teslas to New Jersey, then the company is gone," says Assaf. "So autonomous vehicle companies are taking cybersecurity very seriously. But autonomous vehicles are being designed with cybersecurity from the beginning, while OEM's current vehicles were designed without. But they are taking it very seriously too.

"The worst thing a hacker could do to an OEM today is attacking a fleet. Not just Amazon trucks or Walmart deliveries - it could be the entire fleet of BMW or General Motors.

"With a fleet hack, though, the driver can step out of the vehicle. The future worst case is much more severe. In the future, when the car drives itself, then it's a nightmare. You're locked in a car that goes wherever the attacker wants it to go."

And if you're thinking that technology like this might have application in the air as well as on the road, then you're absolutely right, according to Assaf. Cybersecurity is a mobility issue in the broadest sense of the word.

"Unfortunately someone could hack into a plane too. We're trying to work with plane companies and I can tell you that they are aware of the problem, but there are not that many companies in the industry.



While Assaf's on-stage demonstration promises to be a highlight, we're happy to announce several other Mobility.Pioneers speakers. Joining Executive Coach **Dr. Eileen Mandir** and **Marcus Spickermann**, CFO and Head of Growth for Volvo Cars Mobility, at the *What Could Future OEM Business Models Look Like* panel discussion is **Lars Klawitter**, Executive Director of the Strategic Business Unit at InMotion Ventures (Jaguar Land Rover's mobility business and VC arm) and **Alexander Hotowy**, a representative of industry consultants Accilium.

Kobi Marenko, CEO and co-founder of Arbe Robotics, and **Georg Kopetz**, co-founder and member of the executive board at growth company TTech, will share the stage at *Autonomous Driving: A Deep Dive into Real Time Mapping and Sensors* together with **Andy Marchant**, Head of Product Marketing for TomTom Maps.

Joining **Lucy Yu** and **Juraj Vaculik** on the *How Can Innovators and Policymakers Work Together to Propel New Regulatory Frameworks?* panel discussion is **Kirstin Hegner** of Digital Hub Mobility, a collaboration between automobile companies and mobility providers, suppliers, science and the digital sector for the mobility of the future.

New in *Changing Landscape: Models for Startup Corporate Collaboration* are **Thomas Daiber** and **Tanja Kufner**. Thomas is CEO at Hsubject, an international digital B2B marketplace concerned with charging e-vehicles, while Tanja is responsible for MHP startup and investment programs. They'll join previously-announced **Tom Kirschbaum** of Door2Door and **Gunnar Froh** of Wunder.

We also reveal the experts who'll take part in *Investing in the Transformation of Transportation*: **Gitte Bedford** of Robert Bosch Venture Capital, **Lorenz Hartung**, co-founder of accelerator TechFounders, and 'Grumpy Entrepreneur' **David Murray-Hundley**, founder of Tech London Advocates Automotive.

Don't forget that our Match & Meet service opens up in two days - it'll be time to start scheduling those one-on-one meetings soon!

- Ends -



Note to the Editors

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