

Data Security in Connected Cars

Facilitating everything from voice-activated texting to your favorite virtual assistant, connectivity has finally made its way to personal vehicles. Along with all the perks it's introduced come some notable risks. In a two-part study, we first asked drivers about their connectivity habits. Then, we quizzed them on said risks. The results? Jaw dropping.

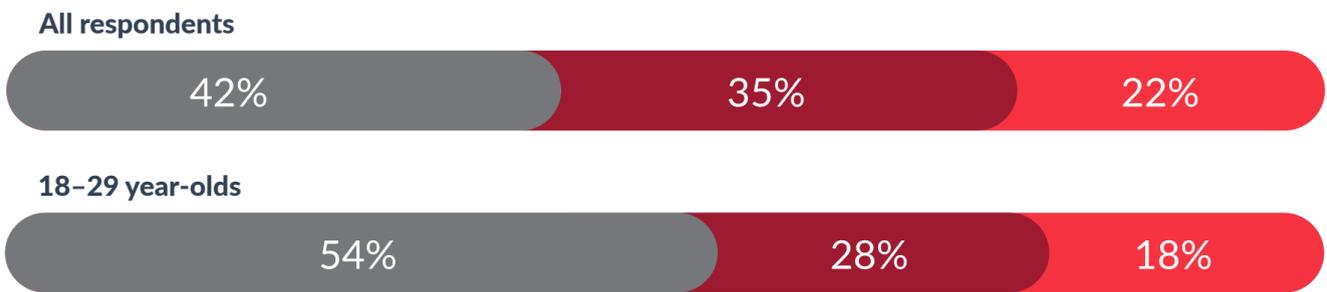
Connected & Carefree

Most drivers connect their smartphones to their cars, yet only 22% find connected cars to be a serious data security threat.

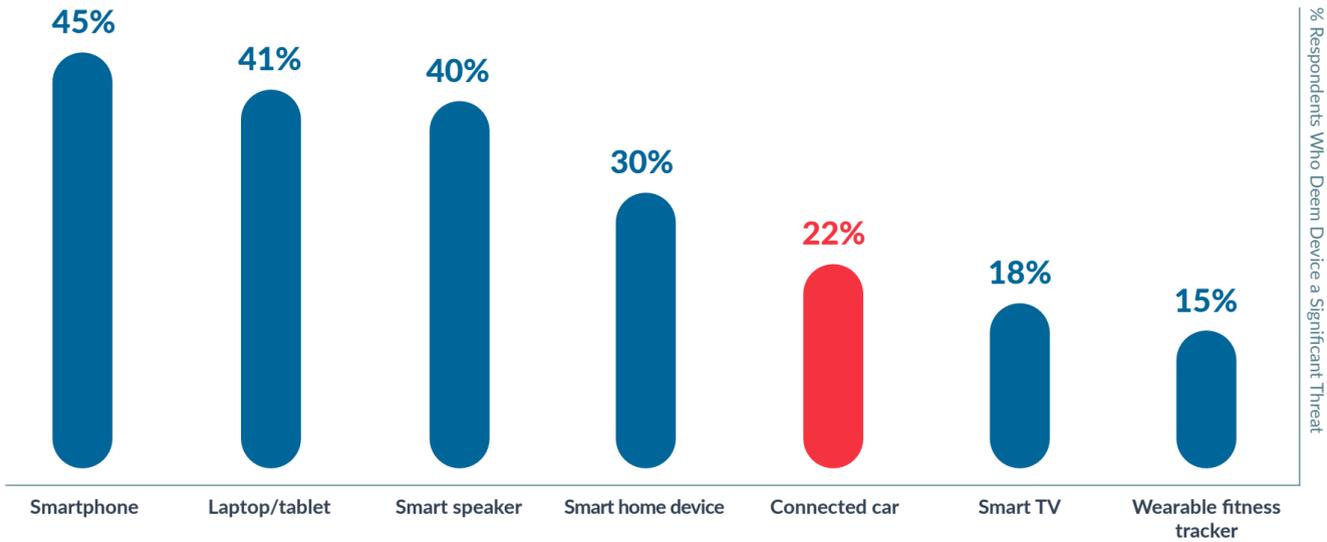
70% of people who own a connected car have used vehicle smartphone integration in the past year.

Perceived Data Security Threat of Connected Cars

● Minimal threat ● Moderate threat ● Significant threat



Perceived Data Security Threat Across Connected Devices



Pop Quiz!

We tested drivers on automotive data security, including best practices and general awareness. Here's how they did.



See How You'd Do

The Disconnect Among Connected-Car Owners

Even those with the latest in automotive technology (i.e., connected-car owners) aren't aware of their vehicles' data security risks. Here are some of the most common misconceptions we uncovered.

-  **46%** weren't aware of data security best practices in connected cars.
-  **61%** didn't know that a hacker can hijack control of a connected car's steering wheel or brakes.
-  **33%** didn't know that key fobs are vulnerable to hacking.
-  **65%** thought auto manufacturers are legally required to notify owners of data security updates. (FYI, they're not.)

Methodology
In April 2019, CarGurus surveyed 1,020 automobile owners. Among them, 264 owned a connected vehicle. The study was comprised of two parts: (1) surveying consumers' connectivity habits and perceived threats of connected technologies (2) testing consumers' knowledge of data security vulnerabilities and best practices.

About CarGurus
Founded in 2006, CarGurus (Nasdaq: CARG) is a global, online automotive marketplace connecting buyers and sellers of new and used cars. The Company uses proprietary technology, search algorithms, and data analytics to bring trust and transparency to the automotive search experience, and helps users find great deals from top-rated dealers. CarGurus is the largest automotive shopping site in the U.S. by unique monthly visitors (source: Comscore Media Metrix® Multi-Platform, Automotive – Information/Resources, Total Audience, Q1 2019, U.S. (Competitive set includes: CarGurus.com, Autotrader.com, Cars.com, TrueCar.com)). In addition to the United States, CarGurus operates online marketplaces in Canada, the United Kingdom, Germany, Italy, and Spain. To learn more about CarGurus, visit www.cargurus.com. CarGurus® is a registered trademark of CarGurus, Inc.