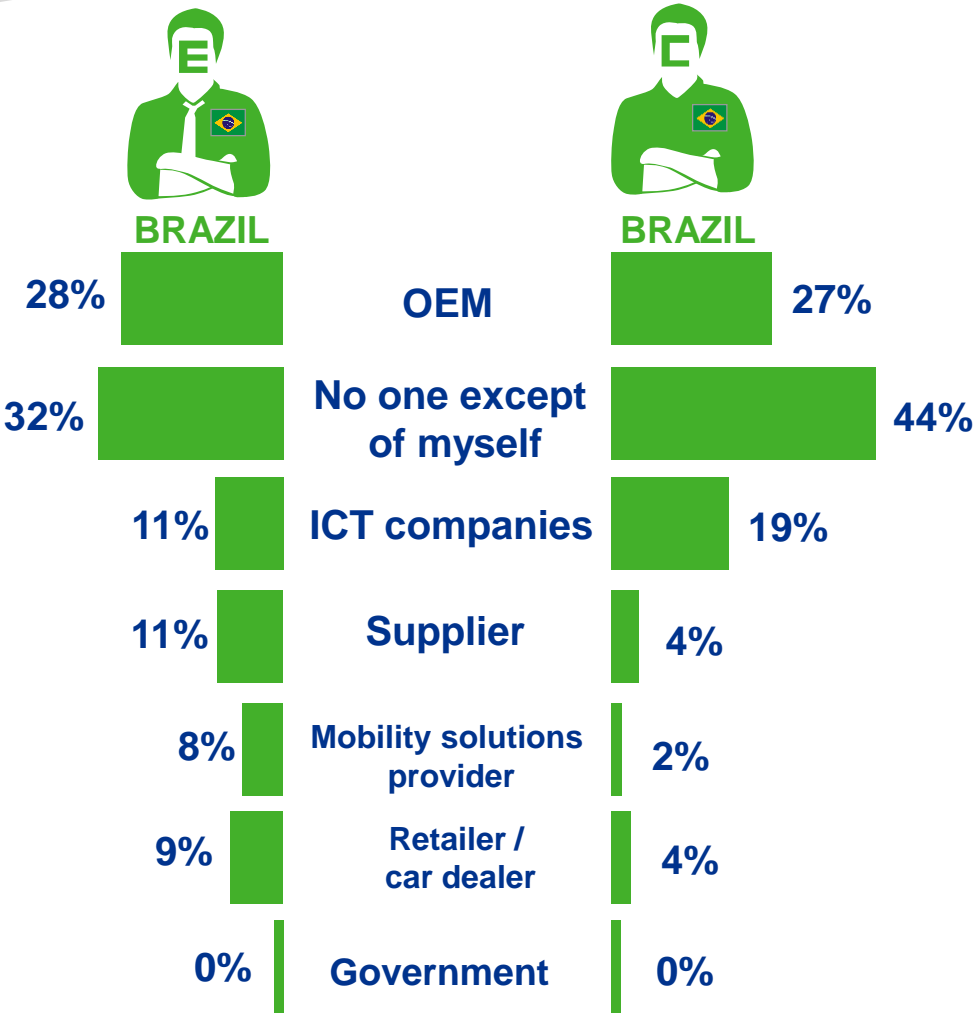
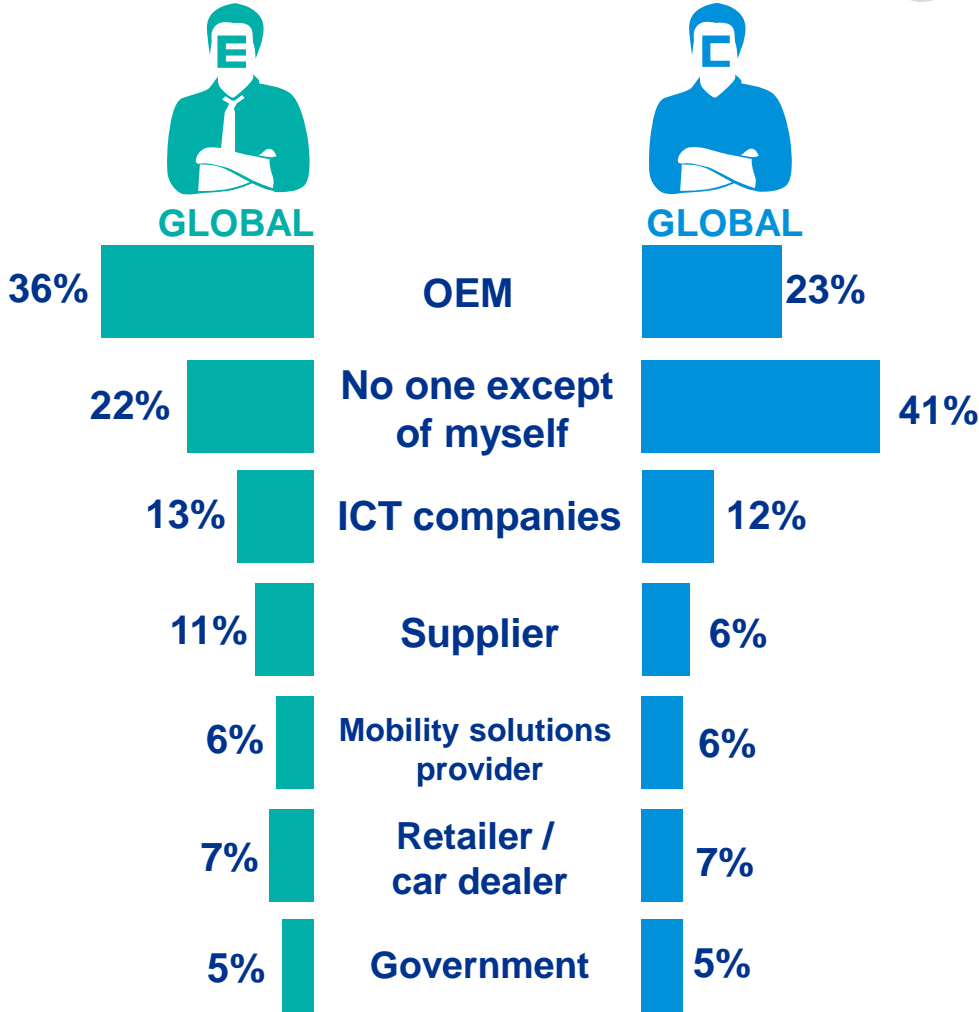


# Three core elements for new clockspeeds: Cyber Security

**LEANDRO Augusto**  
KPMG Brazil Head of Cyber Security

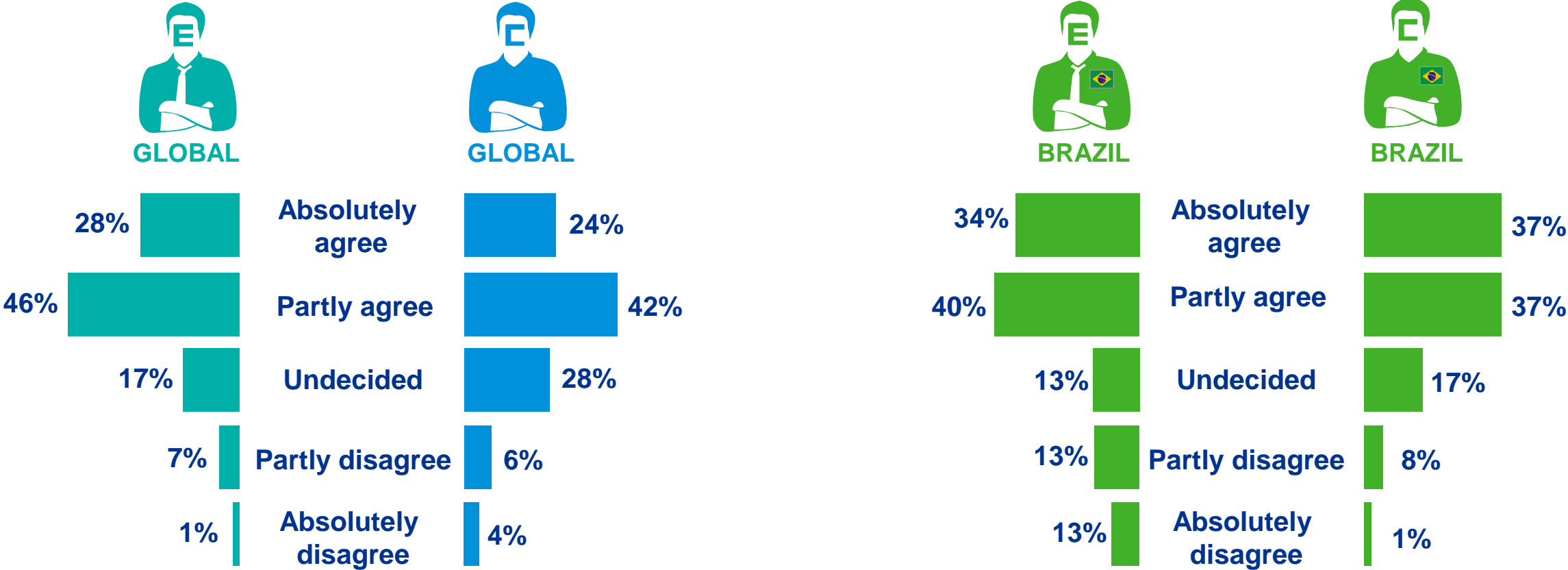
# Data supremacy

Who do you think a consumer would trust most as the "owner / guardian" of the data generated in a vehicle?



# Customer centricity

By 2025 a single sign-on / log-in on a digital platform of my car manufacturer / mobility service provider comprising the full spectrum of information and services with a personal ID will be an absolute purchasing criteria.





# Mobility on demand

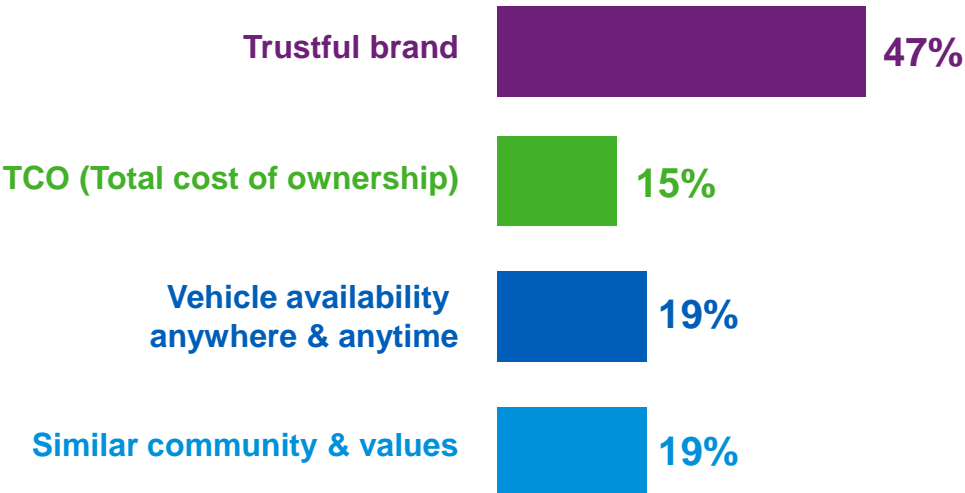
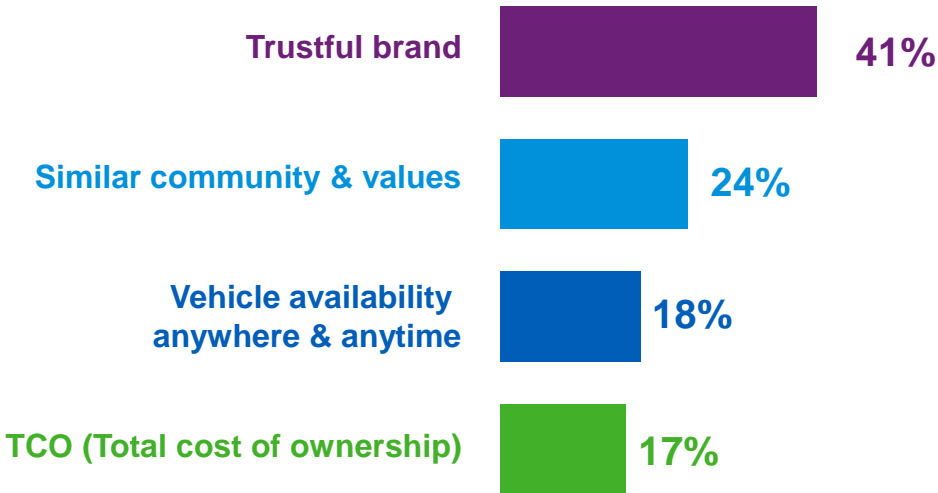
What do you believe are the key success factors for a sharing economy in the mobility space?



GLOBAL

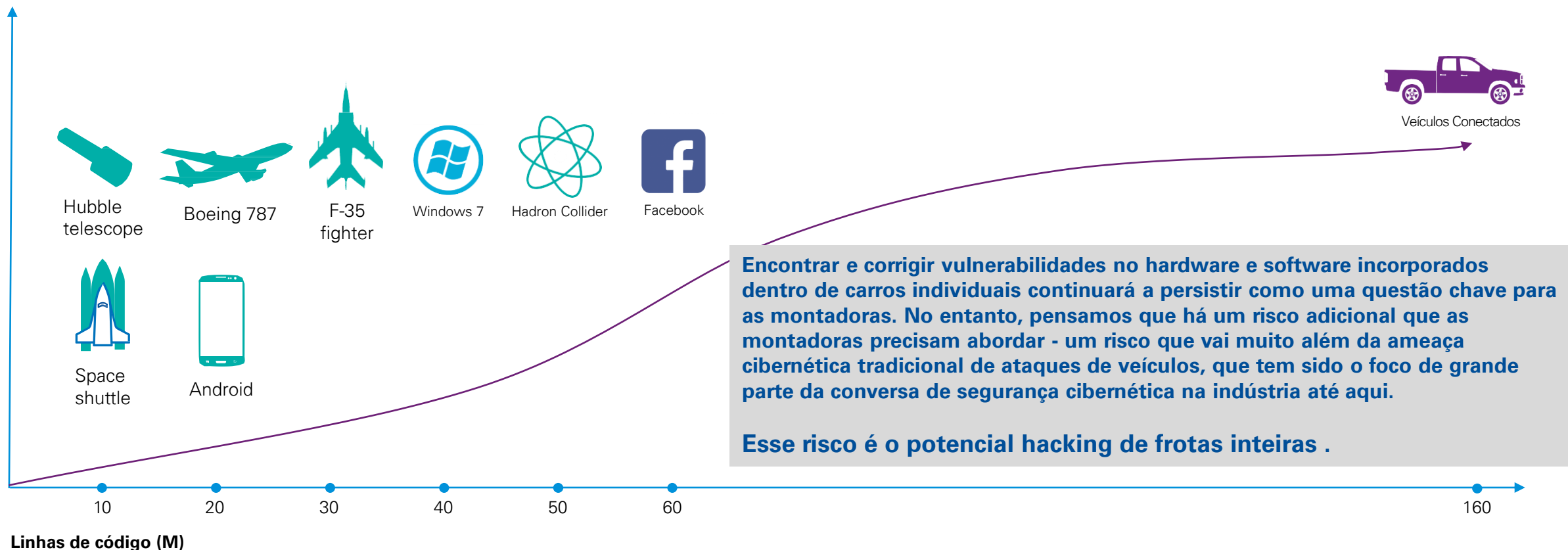


BRAZIL



# Cyber Security

A crescente complexidade da tecnologia do veículo tem inúmeros benefícios, mas, ao mesmo tempo, cria um risco real de ataque cibernético - um risco que tememos e que muitas empresas da indústria automotiva possam estar subestimando.



# Cyber Security



# Thank you

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