
Description: With the market for connected vehicles expected to reach $54 billion by 2020 in the region, the market for cyber security in Asia Pacific is expected to increase significantly during the forecast period. The automotive equipped with in-vehicle infotainment and improved wireless-network systems has boosted the sales of the connected cars in China, thereby, driving the overall Asia-Pacific cyber security market. With the expansion of the connected car market along with the development of infrastructure in connectivity, the network for cyber security in the connected cars is expected to develop extensively.

The cyber security market for cars in Asia Pacific region, is primarily driven by the increased use of the web services along with the increased demand of connected cyber security solutions in a vehicle. Automotive cyber security is a comprehensive set of technologies, solutions, services, and risk management approaches to protect the vehicle and users' personal and professional data from cyber-crimes. With the concept of connected vehicles getting more importance in the automotive industry, the vehicle becomes vulnerable to cyber-attacks. Car connectivity provides the provision for new features such as point of interest navigation, music and video streaming and also remote control of the vehicle in products like that of GM's OnStar and BMWs Connected Drive. The growing demand for connected devices in the field of automotive safety and driver assistance systems, would help the market to grow inorganically in the forecast period. The growing demand for connected vehicles in the region would significantly drive the growth of the cyber-security market.

Motives for cyber threat for connected cars could include theft of the vehicle, hacking of the driver assistance and safety systems, burglary, etc. The attacker can take advantage of a vulnerability in the vehicle's infotainment system or exploit the telematics system and wirelessly take control of the vehicle. The hacker can also take control of the safety critical systems like the ABS and Engine Electronic Control Units (ECUs). The connectivity solutions developed by the service providers such as the Machine-to-Machine (M2M) connectivity platform becomes vulnerable to malware and cyber-attacks. Extensive research in the malware detection system, improved integrated software in the connected cars ecosystem would improve in the growth of the market. However effective integration into connected cars devices, can form the bottlenecks in this market. Cisco, Verizon, Arilou are some of the leaders in the market.

Please note: As this product is updated at the time of order, dispatch will be 72 hours from the date the order and full payment is received.

Contents:

1. Introduction
   1.1 Key Findings
   1.2 Research Methodology

2. Executive Summary

3. Market Insights
   3.1 Market Overview
   3.2 Factors Driving The Market
   3.2.1 Rising Security Threats As More And More Technologies Being Integrated To Cars
   3.2.2 No Set Industry Standards
   3.3 Factors Restraining The Market
   3.3.1 There Have Been No Attempts So Far As To Hack Cars
   3.3.2 Diverse Market
   3.4 Industry Value Chain Analysis
   3.5 Industry Attractiveness - Porter'S Five Forces
   3.5.1 Bargaining Power Of Suppliers
   3.5.2 Bargaining Power Of Consumers
   3.5.3 Threat Of New Entrants
3.5.4 Threat Of Substitute Products Or Services
3.5.5 Competitive Rivalry Among Existing Competitors
3.6 Current Opportunities In Market
3.7 Industry Policies

4. Technology Overview
4.1 Technology Snapshot
4.2 Types Of Cybersecurity Technologies For Cars
4.2.1 Software-Based Cybersecurity Technologies
4.2.2 Hardware-Based Cybersecurity Technologies
4.3 Upcoming Technologies

5. Cybersecurity For Cars Market By Type
5.1 Software-Based
5.1.1 Introduction
5.1.2 Market Share And Forecast
5.1.3 Analyst View
5.2 Hardware-Based
5.2.1 Introduction
5.2.2 Market Share And Forecast
5.2.3 Analyst View

6. Cybersecurity For Cars Market By Region
6.1 Europe
6.1.1 Overview
6.1.2 Market Share And Forecast By Software-Based Cybersecurity Technologies
6.1.3 Market Share And Forecast By Software-Based Cybersecurity Technologies
6.1.4 Analyst View

7. Competitive Intelligence - Key Vendor Analysis
7.1 Cisco
7.1.1 Overview
7.1.2 Products And Services
7.1.3 Financials
7.1.4 Recent Developments
7.2 Verizon
7.2.1 Overview
7.2.2 Products And Services
7.2.3 Financials
7.2.4 Recent Developments
7.3 Arilou
7.3.1 Overview
7.3.2 Products And Services
7.3.3 Financials
7.3.4 Recent Developments
7.4 Tesla Motors
7.4.1 Overview
7.4.2 Products And Services
7.4.3 Financials
7.4.4 Recent Developments
7.5 Telenor
7.5.1 Overview
7.5.2 Products And Services
7.5.3 Financials
7.5.4 Recent Developments
7.6 Harman
7.6.1 Overview
7.6.2 Products And Services
7.6.3 Financials
7.6.4 Recent Developments
7.7 Argus Cyber Security
7.7.1 Overview
7.7.2 Products And Services
7.7.3 Financials
7.7.4 Recent Developments
7.8. Infineon Technologies Ag
7.8.1 Overview
7.8.2 Products And Services
7.8.3 Financials
7.8.4 Recent Developments
7.9 Elektrobit
7.9.1 Overview
7.9.2 Products And Services
7.9.3 Financials
7.9.4 Recent Developments
7.10 Visteon
7.10.1 Overview
7.10.2 Products And Services
7.10.3 Financials
7.10.4 Recent Developments

8. Investment Analysis
8.1 Recent Investments
8.2 Investor Outlook

9. Future Of Cybersecurity Technology For Cars

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- **Product Name:** Asia-Pacific Market for Cyber Security of Cars By Type, Geography and Vendors Forecasts, Shares and Trends (2015-2020)
- **Web Address:** http://www.researchandmarkets.com/reports/3617788/
- **Office Code:** SCPL9RAK

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 3850</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 8250</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

- **Title:** Mr □  Mrs □  Dr □  Miss □  Ms □  Prof □
- **First Name:** ____________________________  **Last Name:** ____________________________
- **Email Address:** * ____________________________
- **Job Title:** ____________________________
- **Organisation:** ____________________________
- **Address:** ____________________________
- **City:** ____________________________
- **Postal / Zip Code:** ____________________________
- **Country:** ____________________________
- **Phone Number:** ____________________________
- **Fax Number:** ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World