

Nearly Three-Quarters Of Consumers Unable To Recall Any Instance Of Vehicle Hacking In Past Year, According To Kelley Blue Book Survey

**Kelley Blue Book Analysts Discuss Vehicle Hacking Vulnerabilities at RSA Conference on March 1 in San Francisco;
Consumers Hold Automakers Most Responsible to Prevent Vehicle Hacking**

IRVINE, Calif., March 1, 2016 /PRNewswire/ -- For a number of automakers, 2015 was a prime year for learning of vehicle vulnerabilities, yet nearly three-quarters of consumers are not able to recall any instance of car hacking in the past year, according to a new survey by Kelley Blue Book, www.kbb.com, the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Only 26 percent of survey respondents recalled an instance of vehicle hacking in the past year, a sharp decline in awareness from nearly six months ago, showing that the majority of consumers do not have this issue high on their current radars.



"More vehicle hacking entry points exist now than ever before," said Karl Brauer, senior analyst for Kelley Blue Book. "Cars are becoming more connected every day, which means vehicle hacking is almost inevitable. Automakers and government entities are beginning to take cyber threats seriously, but it will likely be a slow process in establishing connected car security standards for the industry. According to Kelley Blue Book's latest survey, consumers overwhelmingly feel that vehicle manufacturers, in particular, are most responsible in helping to protect them from any cybersecurity vulnerabilities that may exist in their cars."

Key Highlights from Kelley Blue Book's Recent Vehicle Vulnerability Survey:

- According to a previous vehicle vulnerability survey conducted in July 2015¹, awareness of hacking incidences has dropped substantially to just 26 percent of consumers being able to recall an instance of vehicle hacking from the past year.
- Millennials are the least likely of all generations to think vehicle hacking will be a frequent problem within the next three years (50 percent). In contrast, nearly 70 percent of all respondents believe the same.
- The majority of Millennials support vehicles becoming more connected (60 percent); however, 58 percent are reluctant to get an autonomous vehicle. In comparison, only 42 percent of all consumers support vehicles becoming more connected, and three-quarters are reluctant to get an autonomous vehicle.
- The most common motive for hacking a vehicle is believed to be theft,

according to more than half of respondents.

- Only 13 percent of consumers would never use Google's Android Auto or Apple CarPlay while driving if it increased the potential for their vehicle to be hacked. Meanwhile, 33 percent said they would only use these applications in emergencies.
- Among all generations, 56 percent of consumers believe that vehicle manufacturers should be the primary entities offering software to prevent vehicle hacking, and half of all consumers prefer they provide insurance to cover any potential losses should a hack occur.
- Forty-four percent of consumers think the vehicle manufacturer is most responsible for securing a vehicle from hacking vulnerabilities. More than two-thirds view vehicle manufacturers as partially responsible, even if a car is hacked through a mobile phone's software or applications.

Kelley Blue Book fielded this survey to 813 respondents visiting KBB.com from January 7-19, 2016. Kelley Blue Book's Senior Analyst Karl Brauer and Analyst Akshay Anand presented these findings and more today at the [RSA Conference](#) on March 1, 2016, in San Francisco. For additional details, please contact a member of the Kelley Blue Book Public Relations team.

To discuss this topic or any other automotive-related information with a Kelley Blue Book analyst on-camera via the company's on-site studio, please contact a member of the Public Relations team to book an interview.

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¹ *Kelley Blue Book fielded the first Vehicle Hacking Vulnerability survey from July 24 - 27, 2015. The survey had 1,134 respondents and was completed by members of [Kelley Blue Book's Blue Ribbon Panel](#), an exclusive online community for vehicle owners and shoppers who are invited to share opinions that provide valuable and timely insights.*

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, *The Trusted Resource®*, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2015 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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