

TU-Automotive Announce that General Motors, Kia and the Auto ISAC will Discuss Automotive Cybersecurity at TU-Automotive Detroit 2016

TU-Automotive has confirmed today that General Motors, Kia and the Automotive ISAC (Information Sharing and Analysis Center) will unite on stage to discuss the ISAC and its implications for automotive cybersecurity at the TU-Automotive Conference & Exhibition 2016 (June 8-9, Novi).

London, UK ([PRWEB](#)) March 08, 2016 -- Participants will give an introduction to the work being done by the ISAC and why automakers have chosen to become members, with membership now extending to suppliers. They will also lay out the best practices for implementing automotive cybersecurity that they are planning to introduce to mitigate threats to vehicles and the public.

Panellists include:

- Jonathan Allen, Acting Executive Director, Auto ISAC
- Jeffrey Massimilla, Chief Product Cybersecurity Officer, General Motors and Vice Chair, the Auto ISAC
- Henry Bzeih, Head Connected Car and Chief Technology Strategist, Kia Motor Company and Board Member, Auto ISAC

Annie Reddaway, head of cybersecurity research at TU-Automotive, commented: “We are delighted to welcome this ground-breaking alliance to the stage. Automakers are now working hard to break down the silos and their tradition of secrecy to come together to collaborate on building best practices for automotive cybersecurity. We believe this session will be of huge benefit to all attending.”

TU-Automotive Detroit 2016 (June 8-9, Novi) is the world’s largest conference & exhibition dedicated to innovation in automotive technology, covering connected cars, autonomy and mobility. Over 3,000 executives attend to hear from over 150 speakers in over 75 sessions, plus explore the 300 booths in the exhibition floor.

Industry leaders and disruptors from Audi, Mercedes-Benz, Fiat Chrysler Automobiles, Jaguar Land Rover, Zipcar, Techstars and more will lay out their visions for the future of the car in the digital society as automotive draws the eyes of industries, governments and consumers worldwide.

Find out more here: www.tu-auto.com/detroit

NB. There is a \$300 discount ending on Friday, March 11. Register here to secure your pass: <http://www.tu-auto.com/detroit/register.php>

Tickets will sell-out so early booking is advisable.

Follow the conversation at #TUDetroit or get involved via [detroit\(at\)tu-auto.com](mailto:detroit@tu-auto.com) or + 44 (0) 207 375 7585 / 1 800 814 3459 ext. 7585

About TU-Automotive

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