



**Automotive Industries
Association of Canada**



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The Secure Vehicle Interface System: The better option for securing data and choice

Automotive Industries Association (AIA) of Canada

Automakers are pushing a system for vehicle security that offers inadequate protection and eliminates consumer choice. Should automakers advance their position, the damage to the global automotive aftermarket will be widespread.

That's why the aftermarket is pushing for the superior Secure Vehicle Interface (SVI) standard — one that provides better security protection for consumer vehicles.

Imagine for a moment that you're a hacker. You have the option of hacking a single system to gain access to a goldmine of data from thousands of different users, along with the potential ability to take control of those users' devices. Or, you could attack those thousands of users individually to get the same level of access.

Which seems most enticing to cybercriminals? Naturally, the option of attacking a single access point for the bigger score.

And that's the type of system automakers use to secure the vehicles they manufacture. All data generated by their vehicles are stored in a single platform called the Extended Vehicle Concept (ExVe). They claim this is the best measure of safety and security for vehicles. They argue that ExVe offers enough protection that vehicle owners can trust them to ensure nefarious characters won't be able to wreak havoc.

In the other corner is SVI. It's the system being advocated for by the aftermarket. Here's how it works: Each vehicle has its own security system. So, unlike ExVe, it's not part of a larger interconnected network. The cybercriminal has to target each individual vehicle's security system under the SVI model to access it or its data. The process would have to be repeated thousands of times to achieve what they would through an ExVe system.

Automakers argue it's inferior to their system — that their ExVe system is more advanced and more secure than the SVI system. Clearly, it's not.

And there's more behind the SVI curtain. This system allows greater choice and control for the consumer. With SVI, vehicle owners can choose with which vehicle service provider(s) to share their data, giving them complete autonomy over how they spend their dollars.

Customer control is critical to the success and viability of the aftermarket. If customers are boxed in and only able to visit the dealership that matches the logo on the car's hood, the aftermarket cannot feasibly continue.

Threats to the consumer

Data security is top of mind for consumers. They are increasingly more protective of their data and the technology that houses their information. It's why they invest in software and security measures to protect the information on their computers and phones.

The same expectation can be made for their vehicles. In what are often the most significant purchases of their lives, consumers need to know protections exist.

And because the SVI model allows the vehicle's owner to control access to their vehicle's data, it's them, and only them, who can authorize whomever they want to utilize it. This has significant implications for the automotive aftermarket.

Currently, consumers have the choice to take their vehicle to their local independent repair shop or anywhere they choose. With ExVe, however, automakers hold the key. Vehicle owners (the consumers) are, in essence, chained to the vehicle manufacturer's dealership locations to service and repair their car.

Narrowing consumer choice is a strategy playing out in other industries. In the tech world, Apple has clamped down on the ability for owners of its products — from smartphones to tablets — to choose where they have their devices repaired.

Automakers are making a move towards a similar play. The SVI system ensures those shackles are never put on, and consumer choice is secured.

Threats to the aftermarket

With consumer choice comes a strong automotive aftermarket. The automaker-backed ExVe will otherwise have damaging effects on the industry. If consumers can't choose where they can take their vehicles for service, the aftermarket only stands to lose.

An automaker-controlled system means independent auto repair and collision shops can't offer new and innovative ways to service vehicles and serve customers. Customer engagement and business operations are dependent on direct, real-time and remote access to data.

These are the opportunities SVI presents to the independent shop: The ability to offer new and exciting opportunities to their customers. Shops can build on the available technology to continue to provide safe and secure service to the customers with whom they've done business for years. Those relationships are fortified.

Automakers may offer independent repair shops access to their proprietary servers where data can be accessed. However, the inevitable time lag and other distribution terms would jeopardize the ability to provide meaningful and quality service that shops offer.

Threats to the economy

The fallout could lead to many repair shops closing. Their only means of income would be servicing older vehicles that lack the latest technology.

This is not progress. It halts the growth of a vibrant industry.

And this is a critical industry in the eyes of the Canadian economy. An unstable aftermarket would have a negative cascading effect on the Canadian economy. The automotive aftermarket in Canada is valued at \$32.2 billion and employs approximately 491,800 Canadians.

Protecting consumers, the aftermarket, and the economy

Ensuring the safety and security of the consumer is paramount. That's why the Automotive Industries Association of Canada has teamed up with the Auto Care Association and Automotive Aftermarket Suppliers Association for the [Your Car. Your Data. Your Choice.](#) TM campaign. We're pressing policymakers to pass legislation that protects Canadians' right to choose where they have their vehicles serviced and repaired.

By signing the [petition](#), we can get consumers in control of their data and ensure the automotive aftermarket's strength and viability for the future.

SVI is part of that process. Automakers will always do what is best for their bottom line, regardless of the cost to car owners and the aftermarket. By getting legislation in place that makes SVI the standard, consumers are protected. They're ensured the ability to choose how they have their vehicles serviced while receiving the best security available.



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