

AUTOMOTIVE CYBER SECURITY CONNECTIVITY & SDV WEEK

Europe 2025

18th - 20th November, 2025 • Berlin, Germany

PARTNERSHIP OPPORTUNITIES

2 CONFERENCE TRACKS + THREE CUSTOMER SEGMENTS
= UNMATCHED EXPOSURE & OPPORTUNITIES

Event Partners:



Media Partners:





3
DAYS

50+
SPEAKERS

200+
ATTENDEES

1
JOINT EXHIBITION
SPACE

Welcome

Three industry-renowned Automotive IQ conferences are coming together under one brand this year. Previously recognised as Automotive Cyber Security Europe, Software-Defined Vehicles Europe and Connected Vehicles Europe, now rebranded as Automotive Cyber Security, Connectivity & SDV Week 2025. This is your chance to **network with dedicated, senior-level audiences from automotive cyber security, connected vehicles and SDV, all in one place.**

Partnering with Automotive IQ comes at a critical time where senior-level attendees will be actively seeking your cyber security, connectivity and SDV solutions. Through **exhibition, thought-leadership, keynote presentations, bespoke invitation-only formats, and unmatched networking opportunities**, you can get your brand in front of our highly-engaged audience in a 5-star environment.

Whether your objective is to break into new markets and generate new business, cement your reputation as a leading technology solution provider or to make sure that you are front of mind with your target customers, Automotive IQ offers you the **ideal platform to reach your target audience.**

Get in touch so we can create a bespoke package to help you meet your business development objectives for 2025-2026 and beyond.

Sincerely,



Daryl Guenioui, Partnerships Manager, **Automotive IQ**
partner@automotive-iq.com

"Excellent chance to see what some of the suppliers are up to, in terms of new tech. Good topics, well presented and really insightful. Really good networking and insights."

Head of SW Architecture
JLR

"Good for networking and seeing the current state of different Automotive Cybersecurity activities in Europe. The participation was of great value. The speaker line-up was strong and the discussion-culture was amazing."

Head of Security &
Privacy Research and Governance
Continental Automotive

Last year's conference was described by attendees as 'first-class' with the largest number of OEM attendees they'd seen at any conference in 2024.

We're committed to pulling out all the stops in 2025 to give you an event experience like never before, and one you won't find anywhere else.

OEM & TIER-1 BRANDS REPRESENTED AT AUTOMOTIVE CYBER SECURITY, CONNECTIVITY & SDV 2024

BMW Group, Volta Trucks, **Volkswagen AG**, Volvo Buses,
Volvo Cars, VinFast Deutschland, **Tofas**, Stellantis,
Scania Group, Nissan Technical Centre Europe,
Mercedes-AMG, Lotus Cars Europe, **JLR**,
Hyundai Motor Europe Technical Center,
Hyundai Mobis, Maruti Suzuki India,
Daimler Trucks Innovation Center India, DAF Trucks,
Automobili Pininfarina, NIO, **Iveco Group**,
Groupe Renault, **Ford-Werke**, Ford Trucks International,
Ferrari, Robert Bosch GmbH, **ZF Group**,
Mahle International GmbH, **Marquardt GmbH**,
Knorr-Bremse, **Valeo**, Toyota Boshoku Europe,
Forvia, Continental, **CARIAD**, Ampere & more.

2024 COMMERCIAL EVENT PARTNERS



2024 MEDIA PARTNERS

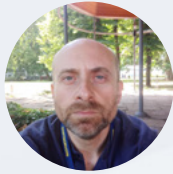


PREVIEW THOUGHT-LEADERS AT THE 2025 CONFERENCE



Felipe Fernandez

Vehicle Cyber
Security Head
JLR



Cosimo Magnani

Global Product
Cyber Security
Manager
Stellantis



Tomasz Werocy

Product Cyber
Security Compliance
Officer
Volvo Cars



**Malgorzata
Kurowska**

Head of Information
& Data Governance
Hyundai Europe



**Changhyeok
Bae**

Principal Software
Engineer
**MBition, a Division of
Mercedes-Benz**



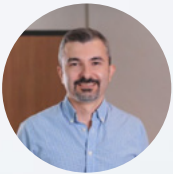
Vishal Mishra

Development
Engineer
Daimler Truck AG



Safa Caliskan

Cyber Security
Technical Lead
Ford Otosan



Utku Karakaya

Automotive SW
Development
Manager
TOFAS



Martin Lorenz

Head of Security,
Data & Digitalization
**Verband der
Automobilindustrie/
German Association
of the Automotive
Industry (VDA)**



**Dr. Sheikh
Mahbub Habib**

Head of
Cybersecurity &
Privacy Innovation
Continental



**Dr. Markus
Tschersich**

Head of Security &
Privacy Research
and Governance
Continental



**Maurice
Heymann**

Senior Security &
Privacy Research
Continental



**Dr. Christian
Zimmermann**

Bosch Mobility
Cybersecurity Officer
for Products
Bosch GmbH



Joachim Fox

Director, Produkt-
Governance/Product
Governance (DIQS)
ZF Group



Sergio Scabar

Manager, Cyber
Security Engineering
Service
ZF Group



Zeeshan Naeem

Software Supervisor
ZF Group



**Prasanth
Gowravajhala**

Senior Manager -
Software Defined
Vehicles
**MHP - A Porsche
Company**



Augustin Friedel

Mobility
Expert & Advisor
**MHP - A Porsche
Company**



Marc Stottinger

Professor
**RheinMain University
of Applied Science**



William Dalton

Vice President &
Managing Director,
North America
& Europe
VicOne



Tudor Tarnovan

Founder & CEO
CyberLifeHacks



Ioan Tarnovan

Cyber Security
Specialist
CyberLifeHacks

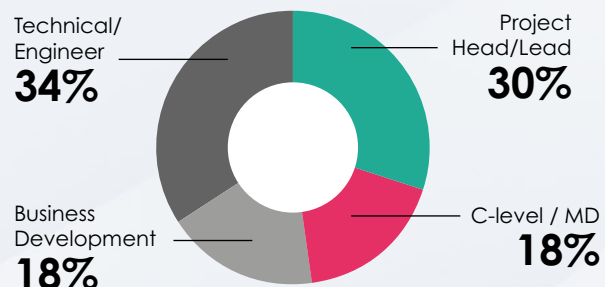
WHO WILL BE THERE?

These statistics are based on last year's attendee list.

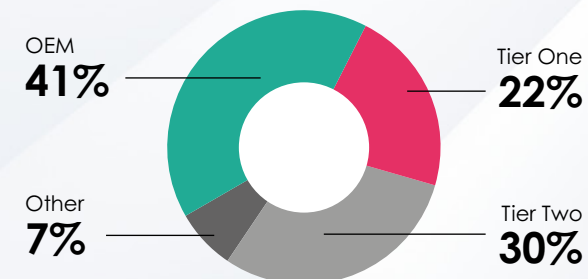
Job Function



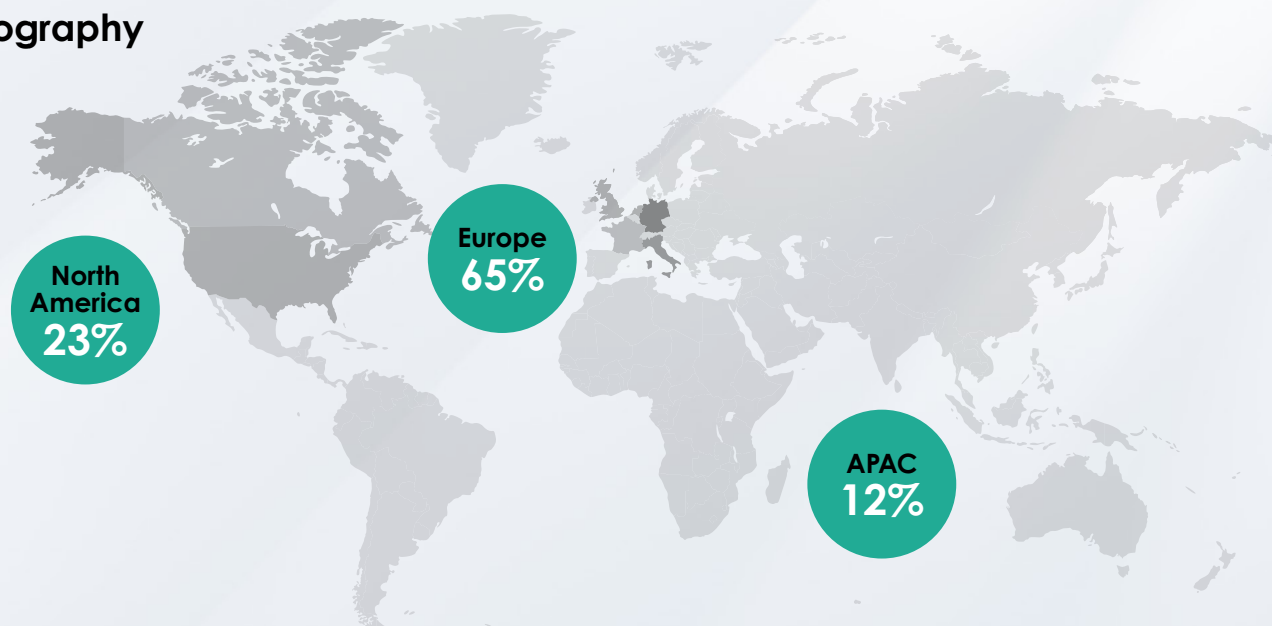
Job Title Profile



Market Profile



Geography



AUTOMOTIVE CYBER SECURITY CONFERENCE TRACK

2024 was described by many as the year of compliance with UN ECE R155. However, achieving Type Approval was just one part of the actual cyber security journey. Since then, not only have cyber security needs have increased with devices becoming more accessible and vehicles becoming more connected and software-defined, vehicles are now much more vulnerable to attacks.

While artificial intelligence is presenting new opportunities to enhance cyber security frameworks, AI tools are also generating new information on how to attack vehicles, weaponising hackers in never-before-seen ways. Automotive companies need to prepare to react and respond to these new threats.

On a macro-level, automotive

companies must think about how they need to (re)position from a cyber security perspective to gain competitiveness as the industry faces new/difficult market situations. There is widespread recognition that customers will not pay for a feature called cyber security. This year's conference will dig deep into questions rarely asked including 'has the industry gone too far and are we doing too much?', 'Are activities that the industry has pushed for the last few years justified by the value they are creating?'. **Attendees are looking for executive level perspectives on ways to reduce cost, make efficiency gains and keep vehicles safe & secure.**

Automotive IQ invites you to share your technologies and expertise that addresses these challenges.

Key Themes for 2025

If your company can speak to any of these topics or have a related solution that you would like to highlight, get in touch at partner@automotive-iq.com. We can discuss together how best to represent your brand and expertise in front of the event delegation.

- ➔ OEM strategies to tackle real-world vehicle security incidents.
- ➔ Cyber security driven-by-design for vehicles that are future-ready – planning early to win the market & stay competitive.
- ➔ Achieving cyber security in high-performance computing and updates on future chips.
- ➔ New technologies & solutions to secure and enhance safety of automated driving technologies & advanced driver assistance systems.
- ➔ Latest advanced TARA tools to implement & perform threat analysis & risk assessment.
- ➔ Understanding the Cyber Resilience Act (CRA) & what automotive OEMs need to do to comply with CRA.
- ➔ Understanding the European Product Liability Act: what is in scope, what is out of scope and what the reworked version will mean for automotive cyber security.
- ➔ Post-quantum cryptography to future-proof vehicles without compromising performance or efficiency.
- ➔ The latest tools & tactics for penetration & fuzz testing and the ability to automate testing & reporting.
- ➔ Best practices for detecting & reporting vulnerabilities throughout the development lifecycle.
- ➔ Where we are with intrusion detection systems from a security capacity & architecture POV.

Who You Will Meet

The Automotive Cyber Security track has been designed for C-Level, VPs/ Heads, Directors, Managers and other senior positions with expertise and decision-making authority in:

- Cyber Security
- Product Security
- Vehicle Security
- Product Owner/Officer
- Cloud Security
- IT Security
- OT Security
- R&D/Research & Development
- Manufacturing Security
- Software Security
- Embedded Security
- Supply Chain Security
- Data Security
- IoT Security
- Governance
- Incident Response
- Threat Intelligence
- Vulnerability Management
- Penetration Testing/Pentesting
- Testing/Security Testing
- Cryptography/Post-Quantum Cryptography

Solutions In Demand

OEMs are actively looking for new technologies, solutions and services in these areas among others:

- End-to-End Cybersecurity Solution Companies
- Automotive Cybersecurity Software Companies
- Vulnerability Management Solutions
- Cybersecurity Risk Management Companies
- SBOM Solution Providers
- Threat Intelligence Providers
- Threat Analysis & Risk Assessment (TARA) Tool Providers
- Post-Quantum Cryptography Technology Companies
- Data Security Companies
- Penetration Testing Services
- Cybersecurity Testing Providers
- Risk Management Solutions
- IoT Security Solutions
- IT Security Solutions



AUTOMOTIVE CONNECTIVITY & SDV CONFERENCE TRACK

Since November 2024, many automotive companies have combined the connected car and SDV units into one department, with the view that having better alignment between on-board software teams and cloud/connectivity teams is imperative to making software-defined vehicles a reality.

Software-defined vehicles and intelligent connectivity is presenting the largest shift in the automotive industry and are a stepping-stone towards fully autonomous vehicles. There is a strong desire across the automotive industry to make SDVs a reality. OEMs are moving past the theory of SDVs and towards the future re-architecture of their systems, features, and user experiences. Creating enhanced in-vehicle software and customers experience are vital, and the most crucial

factors for SDV development moving forward.

However, the overall cost of SDV development continues to be a major concern, with OEMs under increasing pressure to reduce costs while ensuring vehicles are kept up-to-date. While some OEMs are delaying SDV adoption, Chinese vehicle manufacturers are leading the way in SDV development and rollout. **It is more important than ever before that manufacturers and developers continue their investments, with robust approaches in place to meet strict objectives for developing software and products in shorter time frames, delivering high-quality products at lower costs.**

Automotive IQ invites you to present your technologies and expertise that speaks to this highly-engaged audience.



Key Themes for 2025

If your company can speak to any of these topics or have a related solution that you would like to highlight, get in touch at partner@automotive-iq.com. We can discuss together how best to represent your brand and expertise in front of the event delegation.

- ➔ Year-end roundup of the SDV landscape & roadmap for 2026 & beyond.
- ➔ Transition from domain-centric to zonal-centric architecture: how automotive companies are adapting to this change.
- ➔ Addressing actual challenges in zonal-based design for software-defined vehicles.
- ➔ Customer perception SDV: Are customers willing to pay for software-defined vehicles?
- ➔ How are automotive OEMs going to monetise software-defined vehicles?
- ➔ What the EU Data Act will mean for automotive companies & how they can manage data accessibility, security & compliance issues.
- ➔ Addressing challenges in managing the transition towards open-source.
- ➔ Last-mile connectivity issues & solutions to overcome them.
- ➔ Multi-access connectivity & security to enable always-connected, always-secure products.
- ➔ How to bring connectivity in early & build a connected product from the start of the value chain.

Who You Will Meet

The Connectivity & SDV conference track has been designed for C-Level, VPs/Heads/Directors and other senior/technical positions with expertise and decision-making authority in:

- Software Defined Vehicles/SDV
- Software Defined Car
- Software Architecture/Systems/Platform/Technology
- Software Engineers/Developers/Interfaces
- Product (Developers)
- System (Safety/Security)
- ADAS
- AD/Automated Driving/Autonomous Drive
- Autonomous Vehicle
- Innovation
- R&D
- Computing
- Development
- Infotainment
- Embedded Systems
- Technology Strategist
- OTA (Over-the-Air)
- Technology Scouting
- Connected Vehicle
- Connected Car
- Connectivity
- Connected Systems
- Smart Mobility
- Digital Solutions

Solutions In Demand

OEMs are actively looking for new technologies, solutions and services in these areas among others:

- Vehicle Connectivity Solutions
- Connected Vehicle Services & Solutions
- Connected Mobility Solutions
- Connectivity Solutions for Automotive
- Automotive C-V2X Technology
- Cellular V2X Communication Technology
- 5G Technology
- Vehicle Data Monetisation Solutions
- MQTT Vendors
- Connected Car Telematics



STRATEGIC PARTNERSHIP OPPORTUNITIES

**Additional delegate passes can be added to any of the packages for an additional cost.*

Diamond Partnership

Host of Pre-Event Conference Day

- Exclusive sponsorship of the "Pre-Event Conference Day" held at the event
- Collaboration with IQPC to develop a 3-hour (4 x 45 min sessions) conference program featuring OEM and Tier 1 speakers (speakers to be organised by IQPC).
- Attendance is an open invite for all attendees of the event (max capacity 75-100). Exact numbers to be confirmed 2 weeks before (approximately 40 from IQPC).
- Additional invitations can be sent by the Sponsor
- After the programme ends, the Sponsor will host the networking drinks and bear all costs. Networking event to run from 6pm – 9pm

Intellectual Contribution & Thought Leadership

- 45 Minute Keynote Speaking Slot **OR** Strategic Panel Discussion – Designed/Hosted by Sponsor - Main Day 1 before lunch

Speaker, Panellist & Delegate Passes (7 passes)

- 1 x Speaker/Panellist Pass
- 6 x Delegate Passes

Brand Visibility & Engagement On-Site

- 20ft x 8ft Exhibition Space
- Logo placement on registration area signage
- Logo placement on conference podium signage
- Provision of the event registrant list

Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo & profile featured on the official event website and digital brochure
- Inclusion in the event marketing campaign activity

Platinum Lead Partnership

Intellectual Contribution & Thought Leadership

- Chairing of Main Conference Day 1
- Platinum Lead Partner Welcome Address – Day 1
- 30 Minute Keynote Speaking Slot – Day 1 **OR** Strategic Panel Discussion – Designed/Hosted by Sponsor

Speaker, Panellist & Delegate Passes (6 passes)

- 1 x Speaker Pass
- 1 x Panellist Pass
- 4 x Delegate Passes

Strategic Engagement Activity

- VIP Speakers Dinner **OR** VIP Invitation-only Dinner Sponsor for 20 Guests – Day 1
- Private Meeting Room

Brand Visibility & Engagement On-Site

- 20ft x 8ft Exhibition Space
- Exclusive lanyard sponsorship
- Logo placement on registration area signage
- Logo placement on conference podium signage
- Provision of the event registrant list

Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo & profile featured on the official event website and digital brochure
- Inclusion in the event marketing campaign activity

PRICES AVAILABLE UPON REQUEST

STRATEGIC PARTNERSHIP OPPORTUNITIES

**Additional delegate passes can be added to any of the packages for an additional cost.*

Gold Partnership (A)

Intellectual Contribution & Thought Leadership

- 30 Minute Plenary Speaking Slot – Day 1 **OR** Day 2
- 1x Place on a Panel Discussion – Designed by Automotive IQ

Speaker, Panellist & Delegate Passes (5 passes)

- 1 x Speaker Pass
- 1 x Panellist Pass
- 3 x Delegate Passes

Brand Visibility & Engagement On-Site

- Official Drinks Reception Sponsor – Main Day 1 (Sponsor carries cost of drinks reception)
- 20ft x 8ft Exhibition Space
- Logo placement on registration area signage
- Logo placement on conference podium signage
- Provision of the event registrant list

Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo & profile featured on the official event website and digital brochure
- Inclusion in the event marketing campaign activity

Gold Partnership (B)

Focus-Day VIP Roundtable Discussion

- Sponsor will host an invite-only 60-mins roundtable on the pre-event focus day of the conference.
- Sponsor to provide a list of job titles they would like to join the VIP session.
- Sponsor to receive the delegate list two (2) weeks before an identify delegates they would like to be involved in the roundtable discussion.
- Automotive IQ to generate 12-15 registrants from the list to join the VIP session.

Speaker & Delegate Passes (4 passes)

- 1 x Speaker Pass
- 3 x Delegate Passes

Brand Visibility & Engagement On-Site

- 10ft x 8ft Exhibition Space
- Logo placement on registration area signage
- Logo placement on conference podium signage
- Provision of the event registrant list

Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo & profile featured on the official event website and digital brochure
- Inclusion in the event marketing campaign activity

PRICES AVAILABLE UPON REQUEST

STRATEGIC PARTNERSHIP OPPORTUNITIES

**Additional delegate passes can be added to any of the packages for an additional cost.*

Gold Partnership (C)

Main Day 1 VIP Roundtable Discussion

- Sponsor will host an invite-only 60-mins roundtable on main day 1 of the conference.
- Sponsor to provide a list of job titles they would like to join the VIP session.
- Sponsor to receive the delegate registrant list two (2) weeks before an identify delegates they would like to be involved in the roundtable discussion.
- Automotive iQ to generate 15-18 registrants from the list to join the VIP session.

Speaker & Delegate Passes (5 passes)

- 1 x Speaker Pass
- 4 x Delegate Passes

Brand Visibility & Engagement On-Site

- 10ft x 8ft Exhibition Space
- Logo placement on registration area signage
- Logo placement on conference podium signage
- Provision of the event registrant list

Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo & profile featured on the official event website and digital brochure
- Inclusion in the event marketing campaign activity

Silver Partnership (A)

Intellectual Contribution & Thought Leadership

- 30 Minute Track Speaking Slot

Speaker, Panellist & Delegate Passes (3 passes)

- 1 x Speaker Pass
- 2 x Delegate Passes

Brand Visibility & Engagement On-Site

- 10ft x 8ft Exhibition Space
- Logo placement on registration area signage
- Logo placement on conference podium signage
- Provision of the event registrant list

Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo & profile featured on the official event website and digital brochure
- Inclusion in the event marketing campaign activity

PRICES AVAILABLE UPON REQUEST

STRATEGIC PARTNERSHIP OPPORTUNITIES

**Additional delegate passes can be added to any of the packages for an additional cost.*

Silver Partnership (B)

Intellectual Contribution & Thought Leadership

- 30 Minute Track Speaking Slot

Speaker, Panellist & Delegate Passes (2 passes)

- 1 x Speaker Pass
- 1 x Delegate Pass

Brand Visibility On-Site

- Logo placement on registration area signage
- Logo placement on conference podium signage
- Provision of the event registrant list

Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo & profile featured on the official event website and digital brochure
- Inclusion in the event marketing campaign activity

Bronze Partnership

Delegate Passes (2 passes)

- 2 x Delegate Passes

Brand Visibility & Engagement On-Site

- 10ft x 8ft Exhibition Space
- Logo placement on registration area signage
- Logo placement on conference podium signage
- Provision of the event registrant list

Pre-Event Marketing Activities

- Corporate logo feature in all event promotional materials
- Corporate logo & profile featured on the official event website and digital brochure
- Inclusion in the event marketing campaign activity

PRICES AVAILABLE UPON REQUEST

DON'T JUST TAKE OUR WORD FOR IT...

"Excellent mix of topics concerning Connectivity and Automotive Data. Well curated event with an opportunity to meet and discuss challenging and upcoming topics with industry leaders."

Technical Regulations Manager
Audi AG



"Content was clear and interesting for me. Very good for networking. Very nice to see high participation of OEMs. Excellent event where we could meet the major actors in the field."

Head of Technical Planning
Toyota Motor Europe

"Good topics, well presented and really insightful. Really good networking and insights, especially in the discussions outside the official presentations. Really good opportunity to meet my peers in the industry and see what good looks like for them."

Head of SW Architecture
JLR



"A great event... I liked how there was a mix of both breakout sessions, panels and solo speakers."

Principal Engineer
Toyota North America



"This event was valuable... meeting new people from the industry and discussing issues that related to all of us, hearing new ideas etc."

Security Intelligence
Center Lead
Mercedes-Benz

"Great event to be up to speed and network."

Product Management
Cybersecurity
Bosch Engineering GmbH



"Interesting topics presented in a very good way. Good choice of speakers and panelists. It was very valuable. Good for networking, good for seeing the current state of different Automotive Cybersecurity activities in Europe. The participation was of great value. The speaker line-up was strong and the discussion-culture was amazing."

Head of Security & Privacy Research and Governance
Continental Automotive

PAST AND PRESENT EVENT PARTNERS AT AUTOMOTIVE IQ'S AUTOMOTIVE CYBER SECURITY, CONNECTIVITY & SDV CONFERENCES



Partnership Benefits

- **Generate new sales leads:** Automotive Cyber Security, Connectivity & SDV Week 2025 will bring together key-decision makers, all of whom have strong business reasons for attending the event.
- **Launch new products or services:** With the most senior figures from the cyber security, connectivity & SDV industry in attendance, plus carefully selected media partners at the event, you're guaranteed to generate a buzz.
- **Demonstrate thought leadership:** Speaking on the program will allow you to demonstrate your market knowledge and expertise to an audience of senior level decision makers.
- **Enter new markets:** Partnership is one of the most effective ways to enter new markets.
- **Building customer loyalty:** Face-to-face contact at conferences, and showing continued support of the market, helps develop client loyalty as well as cementing your position as an industry player.
- **Positioning your company brand:** Commitment to this event also demonstrates your capability as a global player.

Engage a high-caliber audience with a thought leadership presentation, and/or interact with them at your exhibition booth to spark interest for your products/services.

CONTACT US TAKE THE NEXT STEP...



Daryl Guenioui
Partnerships Manager
Automotive IQ
partner@automotive-iq.com