

Digital vehicle key - A new way of entering and starting a car! Read more in this month's edition of our newsletter. This message contains graphics. If you do not see the graphics, [click here to view](#). To ensure that your Gemalto Newsletter gets to your inbox, please add [m2m-iot@e.gemalto.com](mailto:m2m-iot@e.gemalto.com) to your email address book or safe list.



## Gemalto IoT Newsletter

July 2017

### When connected cars are driving to new Mobility Services

Hi [%%first\\_name%%](#) [%%last\\_name%%](#),

The pace of change in today's automotive market is advancing at dizzying speed. Digitalization and connectivity is driving a massive paradigm shift in which traditional automotive features are taking a backseat to the end-to-end mobility experience and services. This trend is transforming consumer expectations and changing behaviors, increasing demand for things like shared mobility, autonomous driving, electrification and enhanced connectivity services.

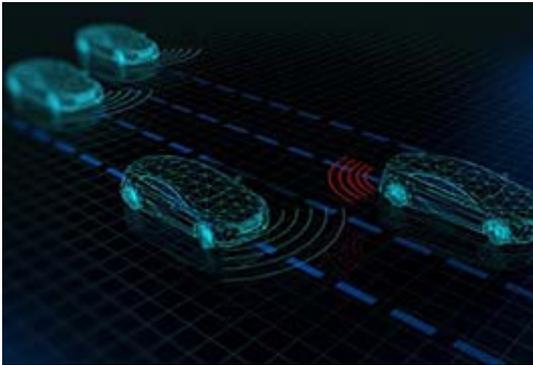
Combining advanced encryption techniques with robust [identity management](#) and trusted connectivity solutions, we secure the user identification, protect the sensitive data to deliver personalized Mobility services.

From enabling content delivery, [car sharing](#) services, [virtual car keys](#) solutions or e-mobility to fleet management. Our technologies allow Car Manufacturers, OEMs, MNOs and Mobility Service providers around the world to offer trusted, personalized and seamless value-added services to billions of people.

To learn more, contact us to schedule time with an automotive expert.

Best regards,

Christine Caviglioli  
Senior Vice President Automotive and Mobility Services, Gemalto



## Road To Revolution

After a century of gradual upgrades to make vehicles faster and sleeker, digitalization and continuous connectivity are changing the face of the automotive industry and the very nature of transportation. To learn more about our world of new mobility, check out Gemalto's new automotive website.

➔ [Read more about it here.](#)



## Digital vehicle key - A new way of entering and starting a car!

Thanks to a new digital virtual key powered by [Gemalto's Trusted Services Hub](#), Mercedes-Benz E-Class drivers can lock/unlock their cars with a simple tap of their smartphone against the door handle.



## My-car-as-a-service

As cars transform from mode of transportation to self-driving service delivery platforms, security is mandatory to create confidence and a frictionless experience for all. Check out Frost and Sullivan's recent webinar to learn more about the mobility ecosystem and the way people interact with vehicles.

➔ [Download the webinar here.](#)



## Renting a bike is a "snApp"

Mobike, an innovative IoT start-up, launched a groundbreaking bike sharing service to provide affordable, emission-free, multi-modal public transportation in urban environments. Gemalto provides secure IoT wireless connectivity for

➔ [Read more about it here.](#)

Mobike's planned global fleet of 5+ million smart bicycles.

➔ [Read more here.](#)



## Gemalto wins a 2017 Security Excellence Award

Gemalto's Trusted Key Manager [won a 2017 IoT Evolution Security Excellence Award](#) for ensuring end-to-end security for IoT devices using [LoRaWAN™](#). The solution provides IoT device key provisioning during manufacturing plus zero touch remote and dynamic device activation for the lifecycle of IoT applications.

➔ [Read more about it here.](#)

## Five guiding principles for securing a world of new mobility

As we enter an era of new mobility, digital security has never been more important. In a recent survey of global consumer expectations, nearly half (47%) of respondents indicated they are worried about hackers and a quarter (28%) said they wouldn't trust a driverless car to complete a journey safely. [Read other compelling survey results here.](#) And discover the [five guiding principles necessary to build a secure new mobility ecosystem here.](#)

➔ [Read more in the Gemalto blog.](#)



## Meet us @

Schedule an appointment to see Gemalto's latest innovations at:

- **July 17-20, 2017** [IoT Evolution Expo West](#), Las Vegas, US

Connect with a local market expert today to determine new strategies to connect, secure and monetize your IoT solutions and unleash the power of the IoT.

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