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LOGO
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MSP-Demo THREATDEFEND FOR AUTOMOTIVE & DEALERSHIPS

SECURING DEALERSHIP OPERATIONS. PROTECTING CUSTOMER DATA. ENABLING SAFE DIGITAL SALES.

Top Cybersecurity Threats Facing Automotive Dealerships

- 1 Ransomware attacks halting dealership operations and systems
- 2 Theft of PII and financial data from financing and service portals
- 3 Business email compromise (BEC) targeting sales teams and managers
- 4 Insider threats and misuse of administrative accounts
- 5 Non-compliance with data privacy regulations (e.g., GLBA, FTC Safeguards Rule)

Pain Points

Automotive Sector

- ✓ High turnover and frequent onboarding of dealership staff
- ✓ Increasing digital transformation and remote sales capabilities
- ✓ Fragmented systems for CRM, finance, service, and inventory
- ✓ Pressure to ensure data privacy and brand trust with every customer interaction

Why It Matters

Cyberattacks on auto dealerships are rising as operations shift to digital platforms. MSP-Demo ThreatDefend helps dealerships protect sensitive customer and financing data while keeping systems secure and sales flowing.

RELEVANT THREATDEFEND MODULES



Falcon Identity Protection
Monitor dealership logins and prevent credential abuse



Falcon Discover
Gain visibility into all dealership endpoints and applications



Falcon Exposure Management
Continuously identify and prioritize IT risks



Falcon LogScale (Next-Gen SIEM)
Detect suspicious activity across sales and service platforms



24/7 SOC Monitoring
Keep dealership operations secure around the clock

Take Action



Book a Dealership Security Assessment with MSP-Demo to evaluate your cybersecurity readiness and ensure compliance with evolving data protection regulations.