

Hackers Are Amping Up Attacks on Car Dealerships

Thousands of accounts are breached daily.



\$10B

in business costs rack up from cybersecurity attacks annually.

3.4B

phishing emails are sent every day—accounting for 90% of breaches.

90%

of the Internet is made up of the dark web.

300K

new malware are created daily.

33M

data records are expected to be compromised due to phishing attacks this year.

70%

of employees fall for phishing attempts on average.



Car dealerships are a growing phishing target.



16 days of downtime on average plague dealerships post-attack.



\$228K in expenses pile up as the average payout.



84% of customers would not purchase another vehicle from a dealership if their data is compromised.



24% is the national average for car dealership employee turnover—making compliance and ongoing security training a constant challenge.

Dealerships must now focus on cybersecurity to comply with the Federal Trade Commission's Safeguards Rule.

As a non-banking financial institution, auto dealerships specifically are included in the Safeguards rule, requiring them to build, implement, and maintain a robust security program to shield customers. Fruth Group cybersecurity experts are versed in meeting all the requirements under the Safeguards Rule to protect dealerships from further fallout.



Protect your dealerships and customers.

At Fruth Group, we have a large client base of car dealerships. Our cybersecurity experts understand the FTC standards and connect your dealership(s) with the right security solutions and services to safeguard your business with nine key areas. No matter your needs, each plan includes the following phishing attack safeguards:



Email Verification



Password Management



Multi-Factor Authentication



Contact your account executive,
scan, or call us at (877) 272-0946.

What makes Fruth Group Different?

Fruth Group is experienced in partnering with car dealerships nationally to protect sensitive information. Our business relationships are built on trust, precision, and performance outcomes.

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