



SafeRide Technologies Names New Executive, Expanding Activity in North America

Tel Aviv, Israel – October 1, 2018 – [SafeRide Technologies](#), provider of industry-leading multi-layer cybersecurity solutions for connected and autonomous vehicles, today named Gil Reiter as Vice President of Product Management and Marketing, and General Manager of its North America operations.

Gil Reiter is joining the company from Aptiv (previously Delphi Automotive), where he was the Head of Product Management for Autonomous Driving and Cloud Connected Services. Before Delphi, Gil worked in Marvell Semiconductors and in Texas Instruments in multiple engineering, product and marketing leadership roles in the Wireless, Embedded, IoT and Automotive spaces. Gil's background includes nine years of service as an officer in the elite Israeli intelligence technology corps, where he was decorated with the Israel Defense Technology Award. Gil brings over 20 years of experience in leading development strategy and go-to-market of complex products.

"We are excited to welcome an executive with broad and deep experience like Gil," said Yossi Vardi, CEO and Co-Founder of SafeRide Technologies. "SafeRide brings together innovative technology and expertise in cybersecurity, artificial intelligence networking and embedded systems to create the most advanced multi-layer cybersecurity solution on the market. Gil's vast experience and leadership in these areas will help SafeRide take its technology to the next level and deliver world-class cybersecurity products to our customers. To serve the growing demand of our technology, Gil will also head our North America operations out of Silicon Valley."

"Connected and autonomous vehicles are reinventing transportation," said Gil. "Endless new applications that benefit from internet connectivity and autonomous capabilities are now possible, along with new and exciting business models for OEMs, fleets and suppliers. The accelerated growth in software and network technology in vehicles leaves customers vulnerable to zero-day attacks and financial and safety risks. I am excited to be part of the SafeRide team in order to address this problem, as well as the growing demand for our solutions in North America, bringing the most advanced cybersecurity product to the market."

About SafeRide Technologies

Established in 2016 with headquarters in Tel Aviv, Israel and an office in Silicon Valley, SafeRide Technologies is the provider of vSentry™, the industry-leading multi-layer cybersecurity solution for connected and autonomous vehicles. SafeRides's software monitors the activity on the ECUs of connected and autonomous cars and blocks hackers from manipulating and compromising those ECUs and hacking into the car. It prevents cyberattacks with zero false-positives and no connectivity requirements, and uncovers zero-day vulnerabilities using advanced cloud or embedded Machine Learning technology. For more information, visit www.saferide.io or contact info@saferide.io.