

Frequently Asked Questions

What is telematics (i.e., vehicle data)?

You probably know your phone, computer and other devices are constantly collecting your data. Did you know your vehicle does this, too?

Most newer model vehicles collect data and send it wirelessly to the vehicle manufacturer. Your vehicle gathers information on:

- how you drive, including things like steering, acceleration and braking
- when it needs repair and maintenance and what it needs done
- your GPS location
- vehicle health, including fuel use, emissions and engine hours
- and more.

Why should I care?

For now, members of the auto care industry can access customers' onboard computer to get data to help with maintenance and repair. However, because of advanced technologies, vehicle data is now transmitted wirelessly and sent directly only to vehicle manufacturers, which denies technicians the ability to do their jobs.

Vehicle manufacturers want to be the gatekeepers of this data. They are close to making themselves the only ones with direct access to and control of this vehicle data. If vehicle manufacturers lock in control of vehicle data, it could be devastating to the aftermarket industry. Without access to this important information, as many as 4.6 million jobs supported by the auto care industry could be lost. Any system that gives vehicle manufacturers a monopoly on data will eliminate customer choice and make it extremely difficult for independent businesses to compete and survive.

How much data does a modern vehicle collect?

Today's modern vehicles collect as much as **25GB of data per hour**, which is about the computing power of 30 personal computers, according to McKinsey.

By 2022, **87 percent of new vehicles** in the United States will be equipped with wireless technology that collects and reports extensive vehicle information, according to IHS Markit.

Do "non-modern vehicles" collect data?

Any vehicle with sensors, including older model vehicles, that track car temperature, position, speed and/or distance, can collect and transmit data.

Who has direct access to data transmitted by vehicles? Do vehicle owners own the data produced by their vehicle?

Today, only vehicle manufacturers have direct access to all vehicle data. People who own, lease or rent vehicles don't own the data their vehicle produces as they drive. They can't control where it's sent, how it's collected, how it's used or who sees it.

YOUR CAR. YOUR DATA.
YOUR CHOICE. 

autocare™
ASSOCIATION
Independence drives us.

AASA
Automotive Aftermarket
Suppliers Association

For more information,
visit autocare.org/telematics or
aftermarketsuppliers.org/cardata

Frequently Asked Questions

How does this affect vehicle owners?

Ultimately, it could mean vehicle owners don't get to choose who services their vehicle — or have fewer options to choose from.

If only vehicle manufacturers control vehicle data, they can share it with only certain authorized-repair facilities. This would drastically reduce competition in the repair market.

With fewer choices, customers could end up paying more or having to take their vehicle to a less convenient location for maintenance and repair.

How will restricted consumer access to and control of vehicle data affect the independent auto care industry?

For every manufacturer-authorized repair facility in the United States, there are nearly **14 independent repair shops**. These businesses account for more than **70 percent of vehicle repairs** done in the country. Any system that gives vehicle manufacturers a monopoly of vehicle data will eliminate choice and make it extremely difficult for independent businesses to compete, jeopardizing our **\$392 billion industry and the 4.6 million jobs it supports**.

Is there any way a vehicle owner can get direct access to their vehicle data?

Yes. The Auto Care Association gathered an international group of experts to develop the Secure Vehicle Interface (SVI), a universal, cyber-secure and agnostic design solution that gives consumers direct access to their vehicle data.

An SVI provides a standardized, secure way for owners to share vehicle data with whomever they choose, including vehicle manufacturers, manufacturer authorized-repair facilities or independent service facilities.

Does an SVI only work on modern vehicles?

No. One of the benefits of an SVI is it can be retrofitted to legacy vehicles. An SVI creates a common language for all systems, regardless of a vehicle's make and model, and ensures the data is transmitted securely.

What is the auto care industry's position on vehicle data?

We believe drivers should demand the right to transparency about the data collected from their cars, including what was collected, how it was used and with whom it was shared, among other rights. Drivers unwittingly generate new revenue streams for vehicle manufacturers every time they get behind the wheel. Read the full **Driver Bill of Rights** at **YourCarYourData.org**.

What can be done to end vehicle manufacturers' monopoly of vehicle data?

The auto care industry is pursuing legislative efforts at the state and federal level to secure consumers' rights to directly access and control their vehicle data.

YOUR CAR. YOUR DATA.
YOUR CHOICE. 

autocare
ASSOCIATION
Independence drives us.

AASA
Automotive Aftermarket
Suppliers Association

For more information,
visit autocare.org/telematics or
aftermarketsuppliers.org/cardata

Frequently Asked Questions

What can I do to support the auto care industry's efforts to guarantee consumers have direct access to and control of their vehicle data?

As a member of the industry, you can help in several ways. First, demand direct access to and control of your own vehicle data by signing our petition at **YourCarYourData.org**. Then share the petition with your friends and family and tell them why they should take action.

Once you've done that, tell your customers to do the same. You're a trusted source of information, and you can support the *Your Car. Your Data. Your Choice.*[™] education and advocacy campaign by using the assets available in the member toolkit to raise awareness about vehicle data among your company's key stakeholders, especially customers.

These are just a few examples of how you can help. To get more involved, refer to the "Who to Call" list in the industry toolkit on autocare.org or aftermarketsupplier.org.

What is our industry doing to challenge vehicle manufacturers?

The *Your Car. Your Data. Your Choice.*[™] education and advocacy campaign was launched to ensure your customers know about the vehicle data issue, and how it affects them and their ability to choose who services their vehicles.

The integrated communications program works closely with the Auto Care Association and the Automotive Aftermarket Suppliers Association's marketing, communications and government affairs teams to execute multi-pronged outreach and engagement activities that help increase awareness and drive attention to this issue. The program does this through creative and content development, media relations, digital, social and paid media, member and stakeholder engagement, and events.

Are there any other issues we need to advocate for?

Vehicle data is just one of many issues the Auto Care Association and Automotive Aftermarket Suppliers Association are working on that affects the entire industry and those who rely on it. Visit <https://www.autocare.org/government-affairs/issues/> or <https://www.mema.org/advocacy-action-center> to learn about other priority issues.

**YOUR CAR. YOUR DATA.
YOUR CHOICE.** 

autocare[™]
ASSOCIATION
Independence drives us.

AASA[®]
Automotive Aftermarket
Suppliers Association

For more information,
visit autocare.org/telematics or
aftermarketsuppliers.org/cardata