

# The Truth About Vehicle Data

*July 30, 2019*

YOUR CAR. YOUR DATA.  
YOUR CHOICE. 

autocare™  
ASSOCIATION

Independence drives us.



# Agenda

**2** The Problem

**11** The Challenge

**19** The Solution

# Why I'm Here

The Problem

**The Problem** Direct access to vehicle data under threat. Aftermarket industry in jeopardy; vehicle owners and drivers impacted most.

The Challenge

**The Challenge** Consumers, the aftermarket and policymakers largely unaware of issue and potential impact.

The Solution

**The Solution** Legislation that gives consumers control of and direct access to vehicle data.



A man with a mustache is looking intently at a tire pressure gauge. The gauge is partially visible on the left side of the frame, showing a needle and some text like 'RATING'. The background is a blurred car interior. The entire image has a blue color overlay.

# The Problem

“The **biggest threat is** the **accessibility of vehicle data** and having the consumer be able to control where their vehicle data is being sent.”

*- Bill Hanvey, president and CEO, Auto Care Association*

# Issue Background

The aftermarket industry has always had access to vehicle data.

As technology advanced, OBD ports were introduced to retrieve data.

The Problem

The Challenge

The Solution



# Today's Vehicle Data Collection Tool: **Telematics**

The Problem

The Challenge

The Solution

25 GB of data per hour<sup>1</sup>

By 2022, 87% of new vehicles  
in the U.S.<sup>2</sup>

Source 1: McKinsey, Source 2: IHS Markit





# What's Wrong?

The Problem

Direct access to vehicle data is under threat.

The Challenge

Vehicle manufacturers are developing systems that would make them the exclusive gatekeepers of vehicle data.

The Solution



# Consumer Implications

The Problem

The Challenge

The Solution

Greater inconvenience

Greater cost

Fewer maintenance and repair options





# Industry Implications

The Problem

The Challenge

The Solution

Eliminates competition

Removes jobs and economic revenue

Stymies innovation



# Auto Care Industry's Position On Vehicle Data

## The Problem

## The Challenge

## The Solution

- 1 Consumers should know about the extensive amount of data transmitted directly to vehicle manufacturers.
- 2 Consumers should have direct access to this data.
- 3 Consumers should choose with whom they share their vehicle data, whether it be a vehicle manufacturer, dealership or an independent service facility of their choice.



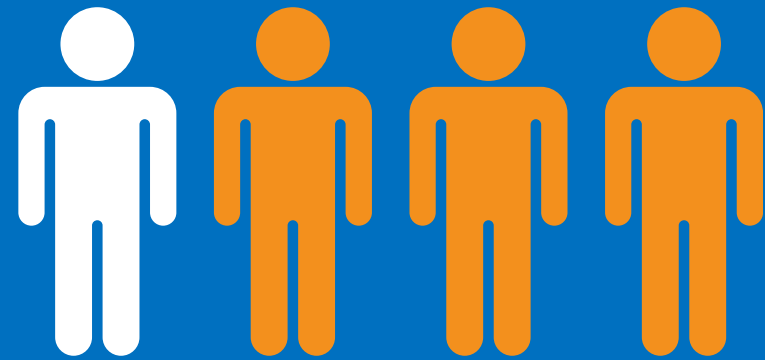
# The Challenge

“We have to tell **people... and Congress...** We have to **get them involved** and let them know don't make a poor decision with a limited amount of information.”

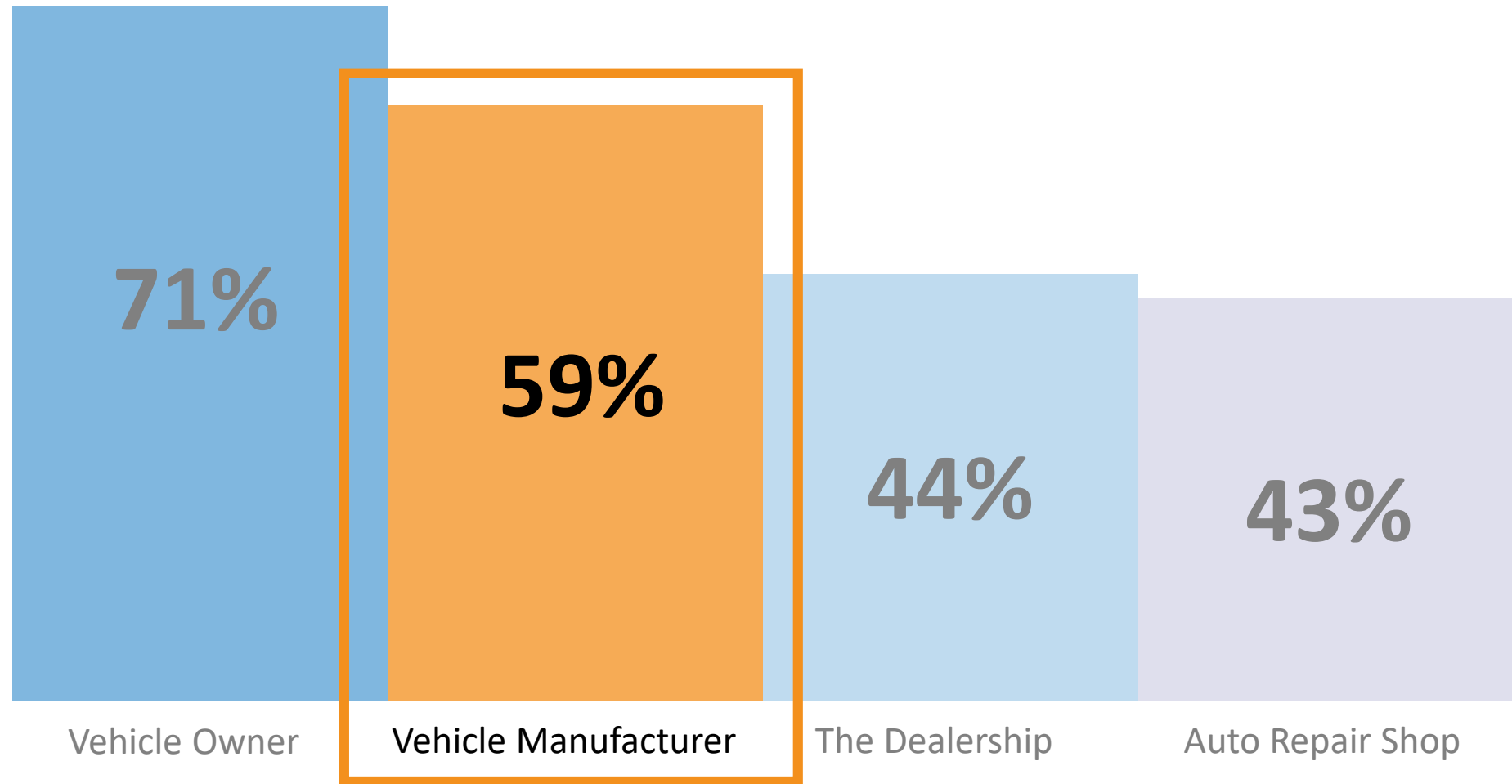
- *Dwayne Myers, president, Dynamic Automotive*



Nearly  
**3-in-4**  
consumers are  
unfamiliar with  
vehicle data.



Most consumers assume vehicle owners already have access to vehicle data. **They're wrong.**



Vehicle Owner

Vehicle Manufacturer

The Dealership

Auto Repair Shop

Who consumers assume can access their vehicle data

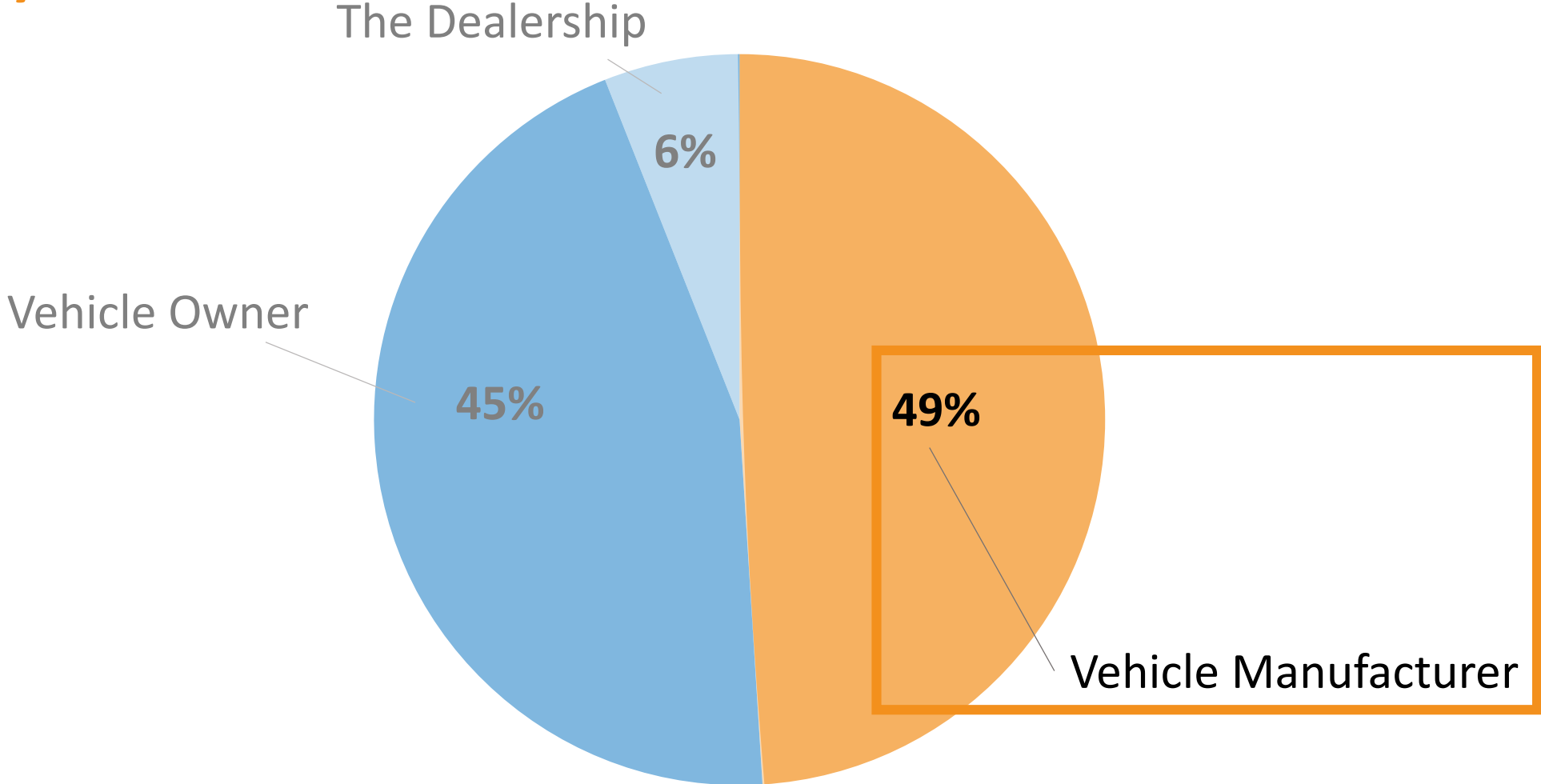
The Problem

The Challenge

The Solution

Nearly half of consumers assume vehicle owners own the data their vehicle produces.

**They don't.**



Who consumers assume own their vehicle data

The Problem

The Challenge

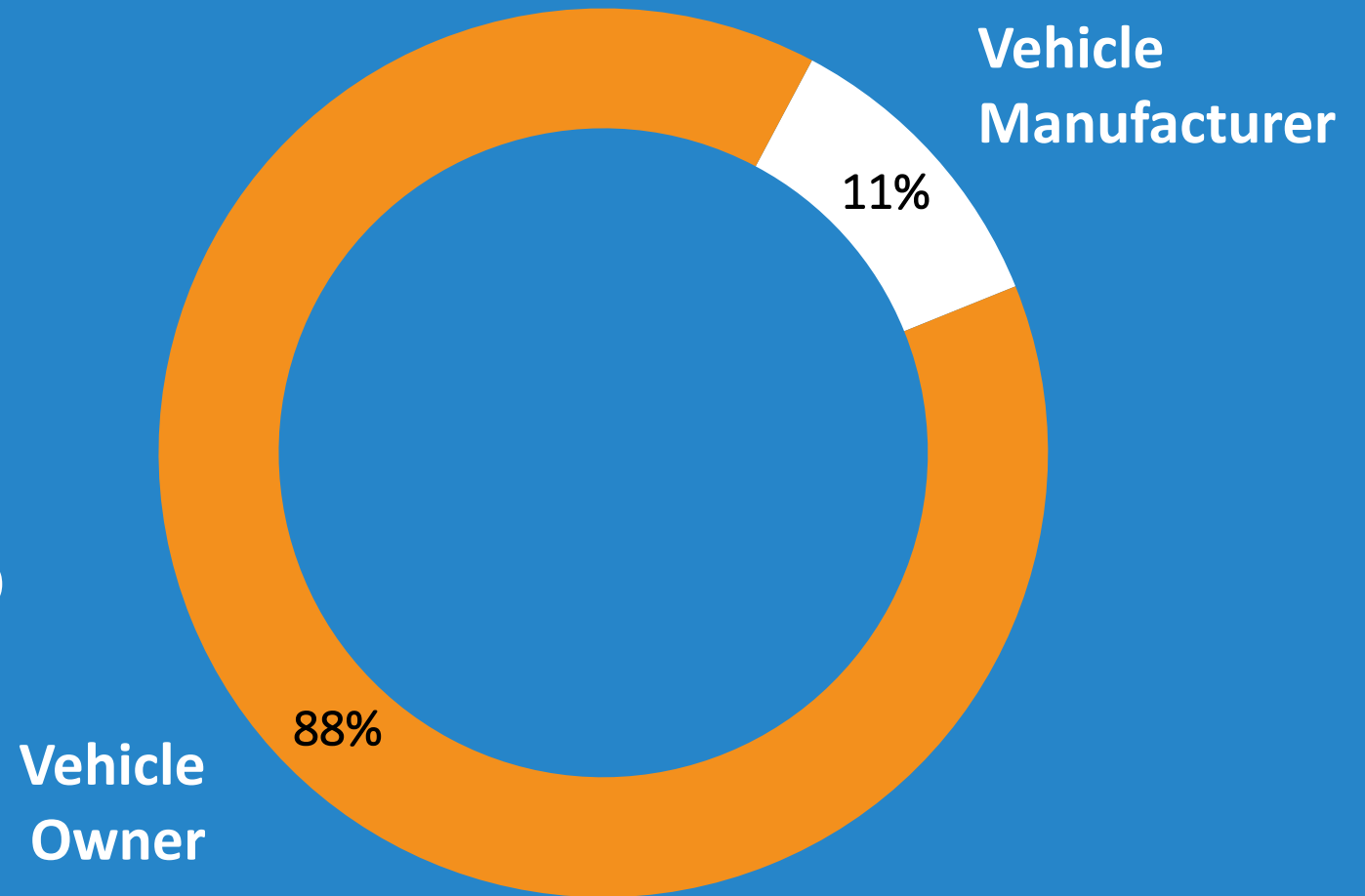
The Solution



Nearly

**9-in-10**

consumers think  
vehicle owners should  
be able to control who  
has access to their  
vehicle's data.



Who consumers believe should control their vehicle data

# Who We Need on Our Side

**1** Auto Care Industry

**2** Consumers

**3** Policymakers

The Problem

The Challenge

The Solution

# Key Campaign Efforts to Date

## Build and Educate



The Problem

The Challenge

The Solution



# Key Campaign Efforts to Date

## Educate and Engage

The Problem

The Challenge

The Solution





# The Solution

**“It’s important that access to and control of vehicle data be with car owners and not with vehicle manufacturers.”**

*- Aaron Lowe, senior vice president, regulatory and government affairs, Auto Care Association*

# Pursue Legislation

The Problem

The Challenge

The Solution

Carry out two-pronged legislative strategy at state and federal level (Massachusetts and Washington, DC) .



# How You Can Help

The Problem

The Challenge

The Solution

**1 Know the issue.**  
Visit [YourCarYourData.org](http://YourCarYourData.org).

**2 Spread the word.**  
Follow *Your Car. Your Data.* on Facebook and Twitter.



*Your Car. Your Data.*  
[@YourCarYourData](https://twitter.com/YourCarYourData)

**3 Make your voice heard.**  
Sign our petition. Get involved.

For more information visit:  
**[YourCarYourData.org](http://YourCarYourData.org)**

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