

## Awareness Messages

The most critical issue facing the independent auto care industry today is vehicle data access. As vehicles become more advanced, our industry needs access to vehicle data to perform maintenance and repair services for our customers. Vehicle manufacturers are positioning themselves as exclusive gatekeepers of this data, allowing them to control who can and cannot access that information. **If they succeed, our rights as consumers, our industry and our livelihoods are in jeopardy.**

### How You Can Help

**You** are the industry's best advocates. The aftermarket needs your help—and your voice—now more than ever. Use the messages below to educate and engage consumers, as well as your personal and professional networks. Talk with them about the implications of not having access and control to vehicle data.

#### **Access: Drivers should have direct access to data their cars generate. It's their car, it should be their data.**

- The cars we drive every day produce a lot of data. But carmakers are trying to be the only ones who have access to and control of that information.
- If you and I can't access that data, it will make it difficult to repair your car, and you could end up paying more for basic repair and maintenance services. Your car data should belong to you—you shouldn't have to pay to access it.
- Nearly 9-in-10 consumers believe car owners should have access to their car data. And I agree with them. That's why I signed the petition at [yourcaryourdata.org](http://yourcaryourdata.org), and you should, too.
- Cars today produce all kinds of personal data, like how much you weigh and who you're texting. I don't care about and don't want access to that data—only the repair and maintenance data I need to do my job.
- If other independent repair shop technicians and I can't directly access maintenance and repair data, our shops could suffer. I could lose my job and lose customers.
  - *Note—For use by a shop or technician*

#### **Control: Drivers should have control of the data their cars generate. It's their car, it should be their data.**

- Carmakers are trying to control your data. Newer model cars produce data and communicate in that information in real time exclusively to carmakers. As a car owner and driver, you don't get to see that information, and you don't get to choose who sees it. But you should. After all, it's your car.
- If you lose your right to control your car data, I might be unable to get the data I need to diagnose and/or service your car. That lack of direct access and control strips away your choice and makes it tough for independent auto repair businesses to compete and ultimately, survive.
- Providing drivers with control of their vehicle data ensures their right to choose the price, place and person they want to provide repair and maintenance services.

#### **Competition: Vehicle manufacturers will control the aftermarket ecosystem, effectively picking "winners" and "losers" and driving away competition.**

- By restricting access to vehicle data, vehicle manufacturers are monopolizing this data for their own gain—at the expense of vehicle owners and drivers.
  - They could divert repair and maintenance services to their preferred locations.
  - Drivers could face greater inconvenience, greater cost and fewer options.
  - Some drivers live more than an hour away from the nearest dealership.
- Restricting access to vehicle data is a direct threat to American jobs. Our industry supports 4.7 million employees nationwide and contributes more than \$405.3 billion in revenue to the U.S. economy. All of this could go away if carmakers gain exclusive access to and control of vehicle data.
- If independent repair shop technicians can't directly access maintenance and repair data, it means fewer opportunities to innovate products, services and technology.