

Ford Finally Admits the Truth: Automakers Want Independent Shops Gone



FORD'S NEW AD CAMPAIGN EXPOSES ITS TRUE MOTIVE:

THE WALL STREET JOURNAL

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"[Ford's] latest marketing effort: convincing people to get their [vehicles] fixed at the company's dealerships...Ford also is beefing up its use of connected data to steer owners to its dealers."

Automakers want to monopolize the vehicle repair and maintenance market, putting America's 270,000+ independent shops out of business.

FORD AUTHORITY

June 1, 2026

"As a car ages, its maintenance needs also evolve, and in many cases, service visits become more frequent. Thus, Ford is focused on maintaining parts for those older vehicles..."

LONGER WAITS, HIGHER COSTS:

Most independent shops (63%) already experience difficulties making routine vehicle repairs on a **daily/weekly basis**.

Half (51%) are forced to send up to 5 vehicles a month to automaker repair networks thanks to vehicle data restrictions.¹

36%²

higher average spend on repairs at dealer service centers

>60%³

of dealer gross profit comes from service, not sales

In automakers' own words:



If we're not going to make money on the selling side, we have to make it on the service side. And everybody is fighting for a piece of that pie."

**Ed Roberts, Operating Chief,
Bozard Ford Lincoln, St. Augustine, FL⁴**



There's an old saying in the car business. 'You sell them once in the sales department, you sell them 10 times over in the aftersales part of our business.'"

**John Roth, President,
GM Cadillac⁴**

CORNERING THE MARKET: FORD MOBILE SERVICE



Ford keeps telematics data inside its own service network.



That data powers Ford Mobile Service through remote diagnostics, pre-diagnosis, and FordPass app service scheduling.



Drivers get routed to dealerships before independent shops have a chance to compete.

THE SOLUTION:

REPAIR Act (H.R. 1566/S. 1379)

Rep. Neal Dunn's (R-FL) bipartisan **REPAIR Act** would ensure vehicle owners and independent repair shops have access to the same data, tools, and parts as dealerships to service today's vehicles. **The REPAIR Act is backed by 50+ bipartisan members across both the House and Senate and 85% of American voters.⁵**

1. Auto Care Association (2024). Survey: 84% of Independent Repair Shops View Vehicle Data Access as Top Issue for Their Business. Retrieved from <https://www.autocare.org/news/latest-news/details/2024/04/10/survey-84-of-independent-repair-shops-view-vehicle-data-access-as-top-issue-for-their-business>.
2. Lang Marketing (2020). Massachusetts Vehicle Repair Cost Study. Retrieved from <http://www.langmarketing.com/pdf/Lang-Marketing-MA-Repair-Cost-Report-10-20-2020.pdf>.
3. National Automobile Dealers Association (2025). Why Service is the Largest Single Influence on the Public's Perception of Your Dealership. Retrieved from <https://www.nada.org/nada/nada-headlines/why-service-largest-single-influence-publics-perception-your-dealership>.
4. Wall Street Journal (2026). Americans Are Keeping Their Cars Longer Than Ever—and Remaking the Auto Industry. Retrieved from <https://www.wsj.com/business/autos/americans-are-keeping-their-cars-longer-than-ever-and-remaking-the-auto-industry-c169e494>.
5. The Tarrance Group (2026). A Survey of Car Owners in the United States. Retrieved from <https://carcoalition.com/wp-content/uploads/2020/07/Tarrance-Poll-0326.pdf>.