

How Your Organization Can Drive Right to Repair



Your participation in Right to Repair is crucial.

Companies that educate and engage employees on Right to Repair are **3x more effective** at reaching lawmakers and influencing positive change.

Thank you for your efforts to ensure freedom of consumer choice and the future of our industry.

What You Can Do



Commit to educating your employees using this toolkit during Right To Repair Awareness Month in July.

Fill your tanks in June, and in July, hit full throttle.



Customize the graphics and messages provided in the toolkit to share with your employees.



Embed and share the video in your locations.



Drive messages on your channels throughout the month – from email, to your website, intranet, to town halls, tradeshow and employee meetings. Don't forget social media too! Get creative – see examples from other companies in this presentation, both in-person and digital.



Educate your store front businesses (i.e. Retailers, Buying Groups, Repair Shops) in preparation for a consumer launch (time TBD).

Example Company Email to Employees

Right to Repair Company Campaign Email Example

Directions: Send the below or a similar email to your employees to educate and engage them on the issue of Right to Repair. Pro tips: Be sure to craft the communication on your organization's tone and language – don't be afraid to customize and tailor this to fit your unique needs.

From: [Your company executive, team leader, etc.]

Subject Line:

Cars. Trucks. Minivans. Buses. All of us rely on these vehicles to get us to places we need to be every day.

Ambulances. Police cars. Semi-trucks. Delivery vehicles. We also rely on these vehicles to deliver vital goods and services.

The ability to maintain and repair all of these vehicles is at risk. Vehicle repair and maintenance data is currently being wirelessly sent back to the automakers who are creating barriers to that data for our industry and for drivers. We need access to keep Americans on the road safer, longer. [Customize to insert why your product or service is vital].

Right to repair is not only vital to us as a company that is part of the automotive aftermarket, but also to all of us as drivers. Drivers deserve choice and convenience in where we get our vehicles repaired.

[COMPANY NAME] supports right to repair for all drivers and we're asking you to do the same by helping us spread the word. Use this link to send a pre-populated letter to your local lawmaker urging them to pass right to repair legislation. We aren't asking you to take a side – right to repair is a bipartisan issue, supported by both sides of the aisle. Speaking up is the most effective way to enact change. We did all the work for you – it just takes 30 seconds.

Once you're done, consider sharing on your support social media [embed links to graphics].

Example Company Email to Employees

- Use the Auto Care email on the previous slide and this example to craft an appropriate email to your employees. Here's how advocate Standard Motor Products did it for their company.



Right to Repair is the most pressing issue facing our industry and it is time that we take a stand! We need to tell Congress how important it is that the independent auto repair industry be able to continue to service and repair vehicles. This issue affects you, as an employee of Standard Motor Products, Inc., and as a consumer.

We have made it easy for you to tell your federal representatives and senators to support the right to repair. Please take 30 seconds today to ask your lawmakers to co-sponsor the Right to Equitable Auto Industry Repair (REPAIR Act).



Visit this [link](#) and type in your address to find your lawmakers and populate a letter of support. We did the work for you, so just click and send.

For more information visit: www.Righttorepair.org

Please consider sharing on your social media:

Toolkit: autocare.org/r2rtoolkit

- Customizable graphics + logos
- QR code, 8.5 x 11 flyer, social graphics, explainer card, video, etc



Fight for your right to repair!

YOUR RIGHT TO REPAIR AND MAINTAIN VEHICLES IS INCREASINGLY AT RISK.



autocareadvocacy.org

IT'S TIME TO JOIN THE FIGHT.

Tell your lawmaker to ensure consumer choice and safeguard a free and fair repair market by supporting right to repair legislation for our industry.



What is Right to Repair and why is it so important?

- Consumers, independent repair technicians and do-it-yourself repairers are increasingly facing barriers to vehicle repair and maintenance.
- Vehicle technology advancements should not shut out independent repair and consumer choice.
- The independent auto repair industry needs access to critical parts, tools, and repair and maintenance data to service modern vehicles.
- Auto manufacturers just spent \$25 million in Massachusetts to prevent our access to vehicle repair and maintenance data.
- Now the auto manufacturers and dealers are using money, political power, and scare tactics with Congress to prevent a national Right to Repair law.
- The Auto Care Association is advocating on your behalf with Congress but we cannot win this battle without your support.
- TODAY we need the auto care industry to speak up on Right to Repair to safeguard your future.



I Support



TELL CONGRESS TO SUPPORT YOUR AMERICAN DREAM!

Support Right to Repair today!




Type "done" when you've taken action!

#shops4R2R

Support The Right To Repair: "The Right..."



Watch on YouTube

YOUR RIGHT TO REPAIR AND MAINTAIN VEHICLES IS STILL AT RISK.

KEEP UP THE MOMENTUM.



Tell your lawmaker to support federal legislation to ensure consumer choice and safeguard a free and fair repair market.

New Resource: Heavy Duty Right to Repair

- Our livelihoods depend upon the goods and services made available by the over 9M vehicles in the U.S. commercial vehicle trucking industry. Right to repair legislation affords commercial vehicle owners the ability to more effectively manage repairs and maintenance, improving commercial vehicle uptime and ensuring timely delivery of these goods and services—all of which play a major role in our nation's supply chain.
- <https://www.autocareadvocacy.org/take-action-tell-congress-keep-trucks-on-the-road-support-right-to-repair/>



Shops: Document Barriers to Repair

- Put this QR code in your shops and ask your techs to use it any time they experience a barrier to repairing a vehicle.

<https://survey.alchemer.com/s3/7151632/Automotive-Repair-Restrictions>



Automotive Repair Restrictions

Shop owners and technicians: Can't diagnose a vehicle? We need to know about it.

If you are unable to properly diagnose a vehicle or are forced to send a customer's vehicle back to a dealer service facility, we need to know about it. Reports of automakers restricting access to both wired (OBD-II) and wirelessly (telematics) generated vehicle diagnostic and repair information are increasing - and we need to document those stories to show the impact on your businesses (which our economy relies on) as well as the nearly 300 million drivers on the road. Responses can remain anonymous. If you don't speak up, we won't be able to ensure our Right to Repair.

1. What Year of Vehicle did you experience a repair restriction? *

-- Please Select --

2. What Make of Vehicle did you experience a repair restriction on? *

-- Please Select --

3. What Model of Vehicle did you experience a repair restriction on? *

-- Please Select --

4. In short, what type of maintenance or repair were you attempting?



Company Examples

8:45

BH Bill Hanvey
a few seconds ago

We are here working on your behalf to ensure your RIGHT TO REPAIR. We need your voice to help us educate lawmakers about a consumer's RIGHT to choose where they have their vehicle repaired. Please stop by booth H-802 to sign a petition that will be sent directly to your congressional representative



0 likes 0 comments

Like Comment Share

BW Brian Wiland
14 minutes ago · First Brands Group

Don't forget to check out the Turbolift booth! We

Home My Agenda Activity Feed Notifications More



Company Examples



CRP Supports

RIGHT TO REPAIR

IT'S TIME TO JOIN THE FIGHT.

July is Right to Repair Awareness Month

CRP Automotive supports Right to Repair for all Americans and we're asking you to do the same by helping us spread the word.

Tell your lawmaker to ensure consumer choice and safeguard a free and fair repair market by supporting right to repair legislation for our industry.

Take action today!



autcareadvocacy.org




Fight for your right to repair!

YOUR RIGHT TO REPAIR AND MAINTAIN VEHICLES IS INCREASINGLY AT RISK

Right to Repair is the most pressing issue facing our industry and it's time that we take a stand! We need to tell Congress how important it is that the independent auto repair industry be able to continue to service and repair vehicles. This issue affects you, as an employee of Standard Motor Products, Inc., and as a customer. We have made it easy for you to tell your federal representatives and senators to support the right to repair. Please take 30 seconds today to ask your lawmakers to co-sponsor the Right to Repair Act.

IT'S TIME TO JOIN THE FIGHT

visit this [link](#) and type in your address to find your lawmakers and populate a letter of support. We did the work for you, so just click and send.

for more information visit: www.fighttorepair.org

Please consider sharing on your social media.



CRP Automotive
July 27 at 2:58 PM · 🌐

July is Right to Repair Awareness Month
CRP Automotive supports #RighttoRepair for all Americans and we're asking you to do the same by helping us spread the word.
Tell your lawmaker to ensure consumer choice and safeguard a free and fair repair market by supporting right to repair legislation for our industry.... See more

CRP Supports

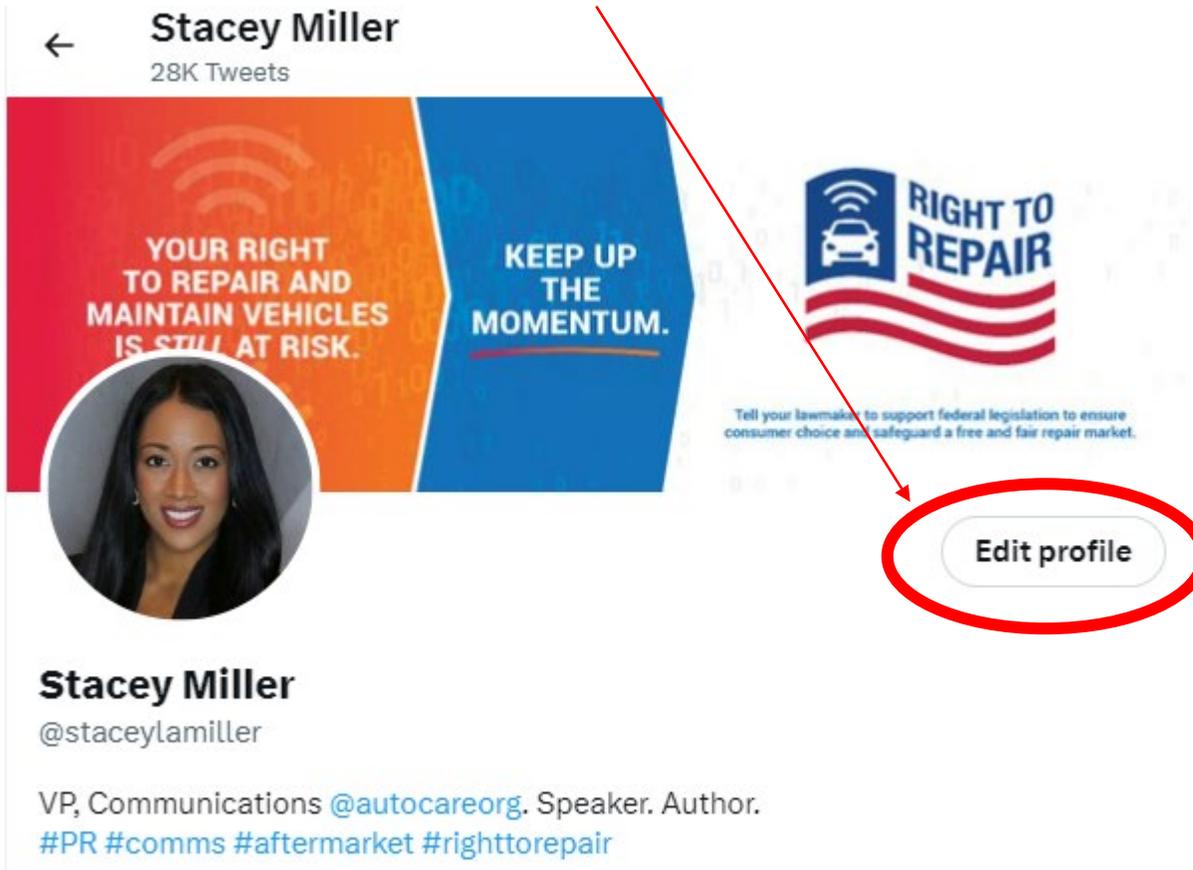
RIGHT TO REPAIR

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How to implement social profile header files

Twitter



← **Stacey Miller**
28K Tweets

YOUR RIGHT TO REPAIR AND MAINTAIN VEHICLES IS STILL AT RISK. **KEEP UP THE MOMENTUM.**

RIGHT TO REPAIR

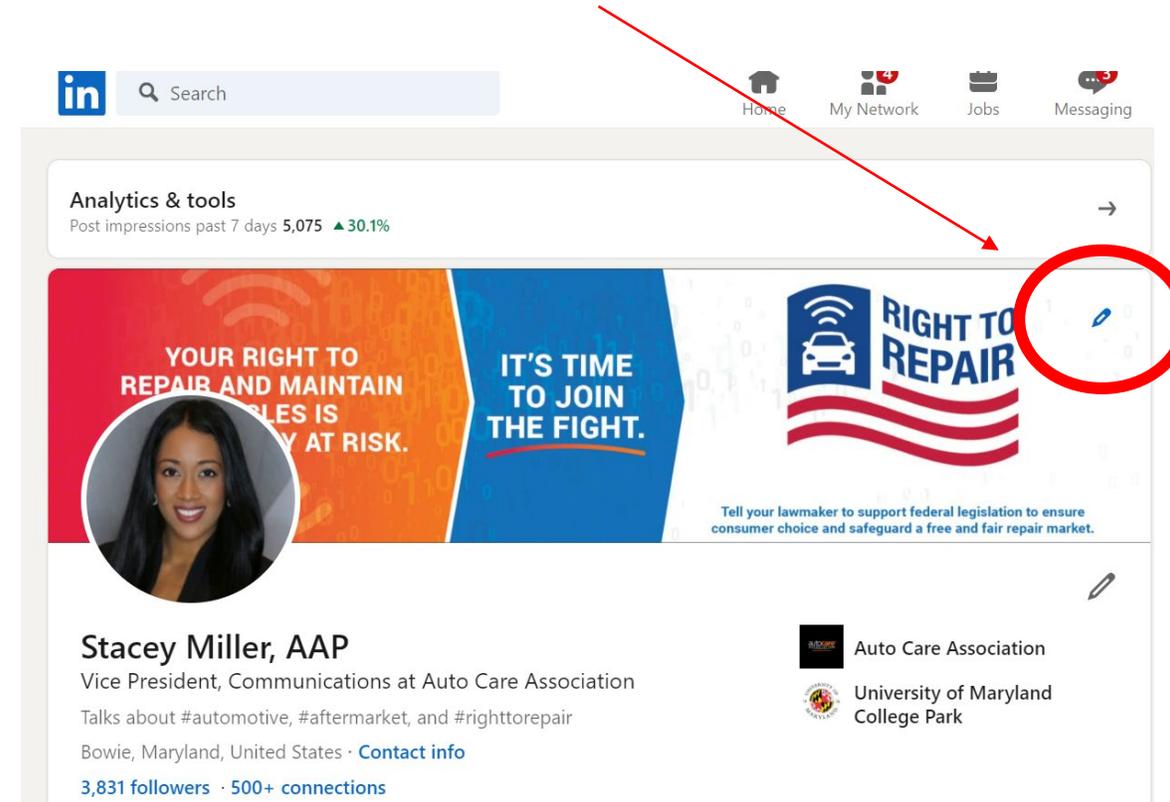
Tell your lawmaker to support federal legislation to ensure consumer choice and safeguard a free and fair repair market.

Edit profile

Stacey Miller
@staceylamiller

VP, Communications @autocareorg. Speaker. Author.
#PR #comms #aftermarket #righttorepair

LinkedIn



in Search Home My Network Jobs Messaging

Analytics & tools
Post impressions past 7 days 5,075 ▲30.1%

YOUR RIGHT TO REPAIR AND MAINTAIN VEHICLES IS STILL AT RISK. **IT'S TIME TO JOIN THE FIGHT.**

RIGHT TO REPAIR

Tell your lawmaker to support federal legislation to ensure consumer choice and safeguard a free and fair repair market.

Stacey Miller, AAP
Vice President, Communications at Auto Care Association
Talks about #automotive, #aftermarket, and #righttorepair
Bowie, Maryland, United States · [Contact info](#)
3,831 followers · 500+ connections

Auto Care Association
University of Maryland College Park



970,000 hangtags

Thank You! While performing the services you authorized on your vehicle, we noticed the following areas appear to need attention based on a visual inspection. We would be pleased to make a thorough inspection and give you a free estimate of corrective services.

	OK	NEEDS SERVICE
Ball Joints/Tie Rods		
Battery/Cables		
Belts/Hoses		
Brake Calipers		
Brake Pads/Shoes		
Brake Rotors/Drums		
CV Boot/Axle Shaft		
Electric Antenna		
Electric Motors		
Filters		
Fluid Leaks		
Fuel Pump		
Lighting		
Muffler/Pipes/Catalytic Converter		
Radiator		
Radiator Fan		
Shocks/Struts		
Starter/Alternator		
State Inspection		
Tires/Wheels		
Tune-Up Parts		
Water Pump		
Wheel/Hub Bearings		
Wipers		
Other:		

Be Car Care Aware



Service Interval Schedule

CHECK FREQUENTLY

- Dashboard Indicator Lights On
- Engine Oil Level
- Lights
- Tire Inflation And Condition
- Windshield Washer Fluid

CHECK EVERY 3 MONTHS/3,000 MILES

- Automatic Transmission Fluid
- Battery And Cables
- Belts
- Dashboard Indicator Lights On
- Engine Air Filter
- Engine Oil
- Exhaust
- Hoses
- Lights
- Power Steering Fluid
- Tire Inflation And Condition
- Windshield Washer Fluid

CHECK EVERY 6 MONTHS/6,000 MILES

- Automatic Transmission Fluid
- Battery And Cables
- Belts
- Chassis Lubrication
- Dashboard Indicator Lights On
- Engine Air Filter
- Engine Oil
- Exhaust
- Hoses
- Lights
- Power Steering Fluid
- Tire Inflation And Condition
- Windshield Washer Fluid
- Wiper Blades

**Always consult your Owner's Manual for specific recommendations from your vehicle manufacturer.*

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autocareadvocacy.org

IT'S TIME TO JOIN THE FIGHT.

Tell your lawmaker to ensure consumer choice and safeguard a free and fair repair market by supporting right to repair legislation for our industry.



Independence drives us.

Share Your Story on Social



Auto Care Association
10,289 followers
1mo • 🌐

Supporting small businesses that keep America running is just one of many reasons why #righttorepair is so important. Thank you [Louisa Kramer Munn](#) for speaking up!

It's your turn: Speak up using the hashtag, encourage your company to use the toolkit to educate your peers and tell local legislators we need their support.

autocare.org/r2rtoolkit
<https://lnkd.in/eJ3Yeuk4>
AutoZone

I Support

Louisa Kramer
Director, Marketing, AutoZone

Right to Repair is personally important to me because I want the choice of where I take my vehicle to be repaired and have maintenance performed. Without this ability, I would not be able to determine the most convenient location or best economical choice for my family's budget. I also prefer to work with small businesses when it comes to vital matters like my car because I can know and develop trust with the repair shop who is servicing my vehicle.

autocare.org/r2rtoolkit

Lance Boldt and 12 others



Auto Care Association
10,289 followers
1mo • 🌐

Thank you [Michael Peace](#). MAAP for sharing how #righttorepair affects all of us as consumers and car owners!

It's your turn: Speak up using the hashtag, encourage your company to use the toolkit to educate your peers and tell local legislators we need their support.

autocare.org/r2rtoolkit
<https://lnkd.in/eJ3Yeuk4>
The Pronto Network

I Support

Mike Peace
VP, Sales & Business Development, The Pronto Network

Right to Repair is important to me because I want to take my car to my local shop when and if I need repair. The dealer in my city is not in a convenient location and always seems to be more expensive. I cannot imagine the manufacturer of my homes A/C unit telling me who I can call for A/C repair. This is a personal choice for me and all car owners.

autocare.org/r2rtoolkit

Michael Tanner and 42 others

2 shares



Auto Care Association
10,289 followers
1mo • 🌐

For [Ted Hughes](#), MAAP, why we need #righttorepair is simple - it's about freedom of choice. Speak up using the hashtag and encourage your company to use the toolkit to educate your peers and tell local legislators we need their support.

autocare.org/r2rtoolkit
<https://lnkd.in/eJ3Yeuk4>

I Support

Ted Hughes
Director of Marketing, MAHLE

The importance of Right to Repair for me personally all comes down to Freedom. This country was founded on basic freedoms, and being told where a vehicle has to be serviced, including essentially prohibiting me working on it myself in a DIY capacity is fundamentally opposed to Freedom, and our right as Americans to choose. Regardless of budget, availability, and any other convenience factor, Right to Repair is a matter of FREEDOM.

autocare.org/r2rtoolkit

Mark Bogdansky and 79 others

1 comment • 3 shares



Auto Care Association
10,289 followers
1mo • 🌐

What does #righttorepair mean to you? Speak up using the hashtag and encourage your company to use the toolkit to educate your peers and tell local legislators we need their support.

autocare.org/r2rtoolkit
<https://lnkd.in/eJ3Yeuk4>
Michael Rukov, MAAP, MBA

I Support

Michael Rukov
DIRECTOR OF SALES, IMR INC.

Right to Repair is important to me because I want to be able to maintain my cars at a nearby friendly shop that I like. I took my wife's car to a dealer recently to check her brakes. I was quoted \$6,000 for the rotors, brakes, and wear sensors. Fortunately, my friendly shop was able to get pads from the aftermarket and sensors from another dealer and completed the brake job for me. This was just a simple brake job. What if I needed a more complicated repair?

autocare.org/r2rtoolkit

Daniel Hanson II and 6 others

2 shares

I Support

Daryl Benton
Vice President, Sales and Marketing Automotive Aftermarket, MANN + HUMMEL

Right to Repair is important to me as a manufacturing company in the automotive aftermarket because we invest in building in R&D and marketing to build products and brands that people love and often outperform the OE. I believe that our products and brands should be available wherever motorists choose to service their vehicles.

autocare.org/r2rtoolkit



The Right to Repair issue is here, right now, in our faces. We need to engage our elected officials and bring awareness to the needs of all motorists. We deserve the right to accessible, equitable and professional motor vehicle repairs.

Our friends at the Auto Care Association are doing much of the heavy lifting on this issue. They have made it easy for us, as constituents, to influence Washington. We urge everyone to take a moment and let your position be known by visiting repairact.com today and demand that Congress take action!



JC Washbish
Vice President of Sales and Marketing
Aftermarket Auto Parts Alliance



<https://www.aftermarketnews.com/qa-with-the-alliances-jc-washbish/>

#righttorepair



As the industry continues to go through transition, the need for vehicle repair and outstanding customer service not only affects our industry but impacts most businesses and individuals as well.

Restrictions on where and who can repair vehicles will impair safety and air quality and cause consumers to postpone or avoid needed maintenance and repair. Higher costs for transportation impact budgets, reducing funds available for food, shelter, education and other basic needs.

Restricting the Right to Repair will also eliminate jobs and lessen the ability for others to work. The Right to Repair issue is about so much more than the impact on our organization and other businesses in our industry. It is about the effects on the mobility of our entire society and all of those who provide or rely on transportation for their livelihoods.



Larry Pavey
CEO
Automotive Parts Services Group
(The Group)



<https://www.aftermarketnews.com/qa-with-the-groups-larry-pavey/>

#righttorepair



Our professional customers should be able to rely on us to keep them abreast of trends, tools, and the training necessary as they continue to service a wide range of vehicles. We'll be making this a top priority, especially as the electrification and ADAS categories continue to become major growth contributors. I would also mention this increases the importance of Right to Repair for our industry.

As systems become more complex, we need to ensure that professional shops have access to critical data that helps repair vehicles. We will continue to advocate for Right to Repair with industry partners.

Steve Tucker
President
Automotive Parts Associates (APA)



<https://www.aftermarketnews.com/qa-with-apas-steve-tucker/>

#righttorepair



With fewer new car sales, the OEM's are aggressively pursuing vehicle repair work in the six-to-nine-year-old category. They have an advantage with the ability to access real-time vehicle data analytics that is not always available to the aftermarket.

All members of the aftermarket should get active and support Right to Repair legislation to ensure that consumers have a choice when it comes to vehicle repair, and shops have the ability and the information necessary to complete those repairs.



Sue Godschalk
President
Federated Auto Parts



<https://www.aftermarketnews.com/qa-with-federateds-sue-godschalk/>

#righttorepair



There aren't many issues that unite Democratic, Republican and independent voters, offer a ready-made villain in greedy corporations, and tick off people from all different socioeconomic groups. Which is **why the "right-to-repair" movement could gain real momentum**, and why any politician looking to demonstrate real populist bona fides — rather than the phony kind — should jump on it.

The Washington Post

Opinion: Why 'right to repair' could be the next big political movement

<https://www.washingtonpost.com/opinions/2023/05/03/right-to-repair-movement/>

#righttorepair



I live in a 3rd world Country. While the cost of living might be low, The cost of electronics is unfortunately same or even higher than what it costs in US/EU countries. And due to our way less wages as compared to you guys, even a Laptop is a extremely big substantial purchase for us. unfortunately Manufacturers have started their scummy low build easily breakable s*** here too. To make this worse Most big Manufacturers (like Sony) don't even offer repair. If your electronic is out of warranty.

Every once in a while R2R is discussed here and there and then again is forgotten. It has come to the point where we are even scared to purchase new products. We check internet daily for R2R in western countries only to see Legislatures delaying them again and again. A R2R in western countries would substantially push our legislatures to implement it too.

Reddit user /krish_garg
September 17, 2022

[reddit.com/r/righttorepair/](https://www.reddit.com/r/righttorepair/)

#righttorepair



I'm going to pass a right-to-repair bill. I'm talking to everybody I can about it. It's about being able to fix and maintain your own stuff. It's about making things last. For my business, I need there to be a used-car market.

I need people to be able to fix their own cars, and meanwhile, BMW is taking the dipstick out a lot of their new cars. There are subscription services for your seat heaters to work! And it sounds silly—is that really a big problem? It's going to be if we don't get out ahead of this.

Congresswoman Marie Gluesenkamp-Perez
[thenation.com](https://www.thebanon.com/article/politics/marie-gluesenkamp-perez-democratic-rural-election/), December 14, 2022

<https://www.thebanon.com/article/politics/marie-gluesenkamp-perez-democratic-rural-election/>

#righttorepair



autocare
ASSOCIATION
Independence drives us.

Questions?

Email stacey.miller@autocare.org if you have questions about the toolkit or require additional resources.

Are you running a right to repair company campaign? Send pictures, screenshots and your logo to the same email above so that we can acknowledge your efforts in our communications.