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

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.
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.

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 wireless (telematics) generated vehicle diagnostic and repair information are increasing - and we need to document these 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 on? *
   - 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

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.

Brian Wiland 14 minutes ago • First Brands Group

Don’t forget to check out the Turbo Lift booth! We...
Company Examples

CRP Supports

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!
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.

Twitter: @staceyamiller

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

Linkedin

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
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.

<table>
<thead>
<tr>
<th>Item</th>
<th>OK</th>
<th>N/A/SRG</th>
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</thead>
<tbody>
<tr>
<td>Ball Joints/Tie Rods</td>
<td></td>
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<tr>
<td>Battery/Cables</td>
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<td>Belts/Hoses</td>
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<td>Brake Calipers</td>
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<td>Brake Pads/Shoes</td>
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<td>Brake Rotor/Drum</td>
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<td>CV Boot/Axle Shaft</td>
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<td>Electric Antenna</td>
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<td>Electric Motors</td>
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<td>Filters</td>
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<td>Fluid Leaks</td>
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<td>Fuel Pump</td>
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<td>Ignition</td>
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<td>Muffler/Pipes/Catalytic Converter</td>
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<td>Radiator</td>
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<td>Radiator Fan</td>
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<td>Shock Absorbers/Sway Links</td>
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<tr>
<td>Starter/Alternator</td>
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<td>State Inspection</td>
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<tr>
<td>Tires/Wheels</td>
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<tr>
<td>Tune-Up Parts</td>
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<td>Water Pump</td>
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<tr>
<td>Wheel/Hub Bearings</td>
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<tr>
<td>Wipers</td>
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<tr>
<td>Other</td>
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</tbody>
</table>

Service Interval Schedule

**CHECK PROMPTLY**
- Dashboard Indicator Lights On
- Tire Inflation And Condition
- Engine Oil Level
- Lights

**CHECK EVERY 1 MONTH/3,000 MILES**
- Automatic Transmission Fluid
- Battery And Cables
- Belts
- Horsepower
- Lights
- Dashboard Indicator Lights On
- Power Steering Fluid
- Tire Inflation And Condition
- Windshield Washer Fluid

**CHECK EVERY 6 MONTHS/6,000 MILES**
- Automatic Transmission Fluid
- Battery And Cables
- Belts
- Horsepower
- Lights
- Chassis Lubrication
- Dashboard Indicator Lights On
- Tire Inflation And Condition
- Engine Oil
- Windshield Washer Fluid

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

Fight for your right to repair!

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

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

Be Car Care Aware

Right to Repair

Fight for your right to repair!

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

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/r2toolkit
https://lnkd.in/eJ3Yeu4k

The Pronto Network

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 favorite AC unit telling me who I can call for A/C repair. This is a personal choice for me and all owners.

autocare.org/r2toolkit

Michael Rukov
Director of Sales, IWR Inc.

Right to Repair is important to me because I want to be able to maintain my car at a nearby friendly shop that I trust. I took my wife’s car to a dealer recently to check her brakes. I was quoted $5,000 for the rotors, brake pads, and sensors. Fortunately, my friendly shop was able to get parts 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/r2toolkit

Lance Boldt and 12 others

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/r2toolkit

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/r2toolkit
https://lnkd.in/eJ3Yeu4k

Ted Hughes
Director of Marketing, MAAPLE

The importance of Right to Repair for us personally will come 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, or any other inconvenience factor, Right to Repair is a matter of Freedom.

autocare.org/r2toolkit

Mark Bogdanski 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/r2toolkit
https://lnkd.in/eJ3Yeu4k

Michael Rukov, MAAP, MBA

Daryl Benton
Vice President, Sales and Marketing
Automotive Aftermarket, MAHLE - HUMMEL

Right to Repair is important to me as a manufacturer in the automotive aftermarket because we invest in building 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/r2toolkit

Daniel Hanson II and 6 others

2 shares
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

I live in a third-world country. While the cost of living might not be too high, the cost of electronics is unfortunately always higher than what it costs in the West. And due to our very low wages as compared to you guys, even a laptop is an extremely big investment. Suffering for us, unfortunately, manufacturers have started to shun us in favor of really breakable electronic hardware. To make this worse, most big electronics manufacturers don’t even offer repair. If your electronics is out of warranty. Every once in a while, I will discuss how and there and then again in forgotten. It has come to the point where we are now forced to purchase new products. We check internet outlets for products in western countries only to see legislation debating them again and again. A few RTR bills in western countries would substantially push our legislatures to implement it too.

Reddit user /u/krish_gung

September 17, 2022

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 heater to work! And it sounds silly — that really is a big problem? It’s going to be if we don’t get out ahead of this.

Congresswoman Marie Gluesenkamp Perez

February 4, 2023

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 Godskaich

President

Federated Auto Parts

The Right to Repair is a fight for consumer choice and autonomy in the face of corporate power. It’s about breaking the lock-in that makes it difficult for people to fix their own things, and instead profits the corporate sector.

Our customers at the Auto Care Association are doing much of the heavy lifting in this battle. 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 Washkoishch

Vice President of Sales and Marketing

Aftermarket Auto Parts Alliance

Auto Bumper Value Bumper

Larry Pavey

CEO Automotive Parts Services Group (The Group)

Our professional customers should be able to refer us to keep them abreast of trends, tools, and the training necessary as the market continues to evolve. We’ll be making this a top priority, especially as the electric vehicle and ADAS categories continue to dominate growth opportunities. 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)

Independence drives us.
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.