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.

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What You Can Do



Commit to educating your employees using this toolkit.



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



Embed and share the videos in your locations.



Drive messages on your channels as often as you can – 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).

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].

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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.

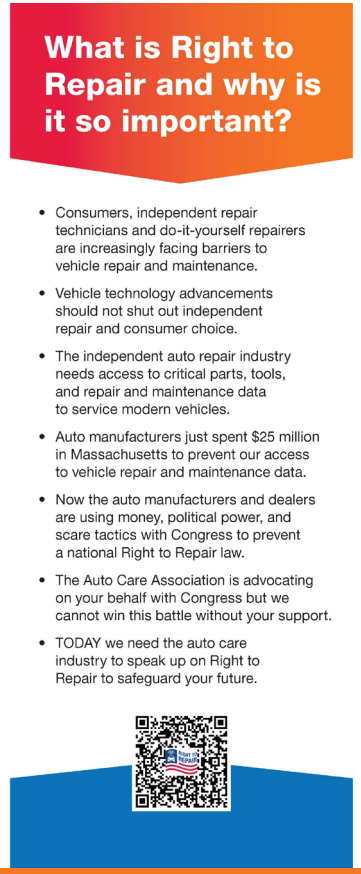


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Toolkit: autocare.org/r2rtoolkit

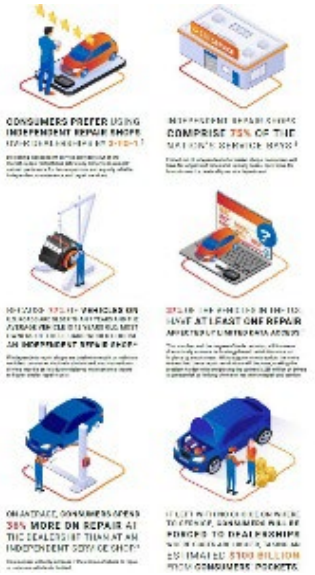
- Customizable graphics + logos
- QR code, 8.5 x 11 flyer, social graphics, explainer card, video, etc

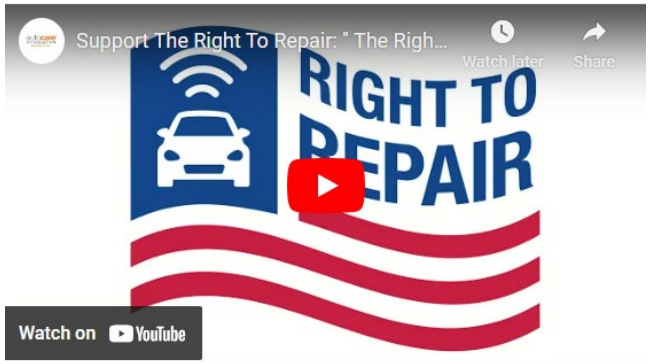














New Resource: Heavy Duty Right to Repair

- 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/

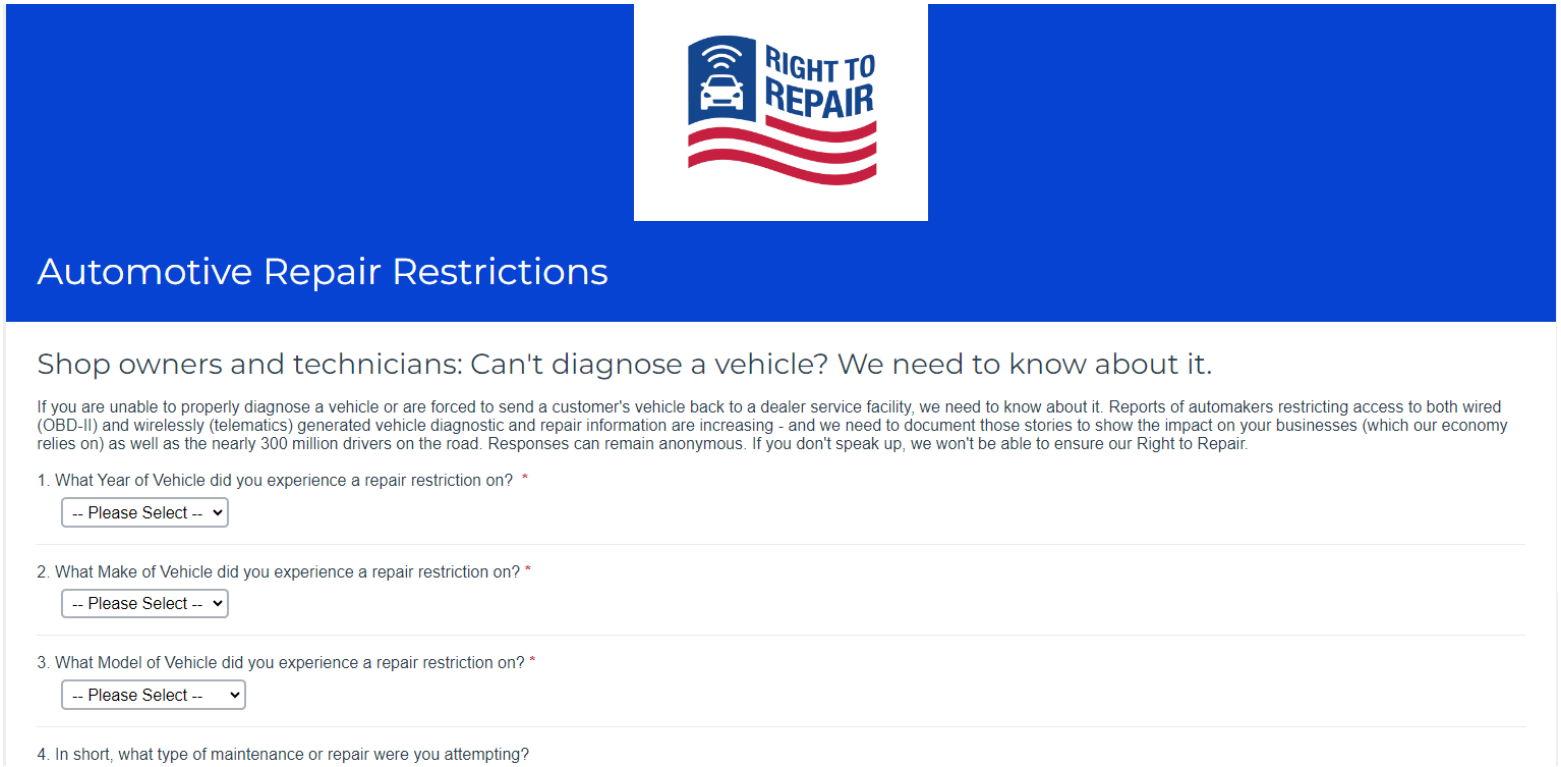


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Shops: Document Barriers to Repair

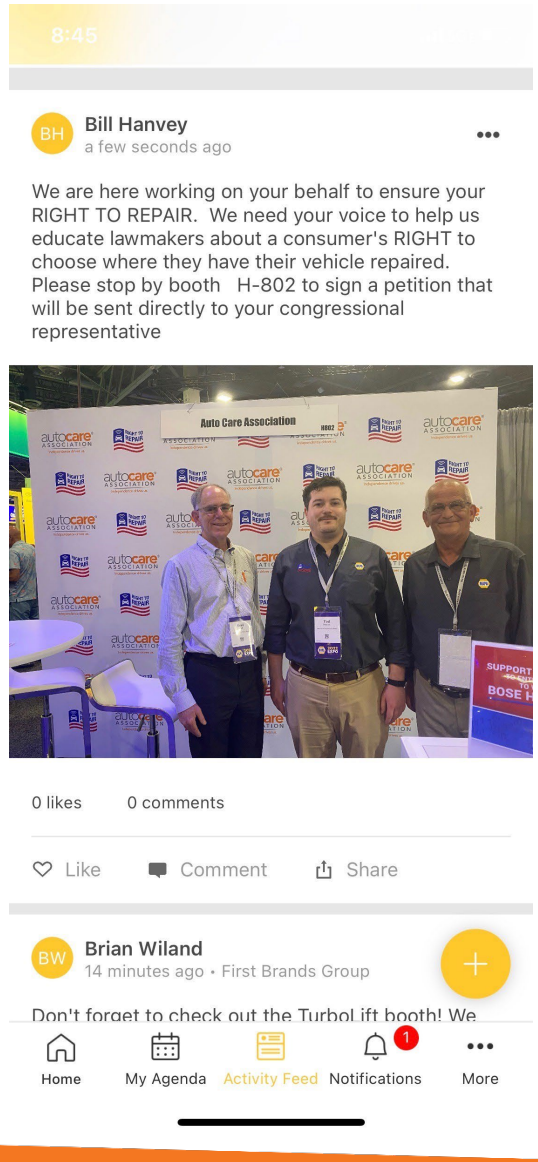
- Put this QR code in your shops and ask your techs to use it any time they experience a barrier to repairing a vehicle.

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



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Company Examples







Company Examples





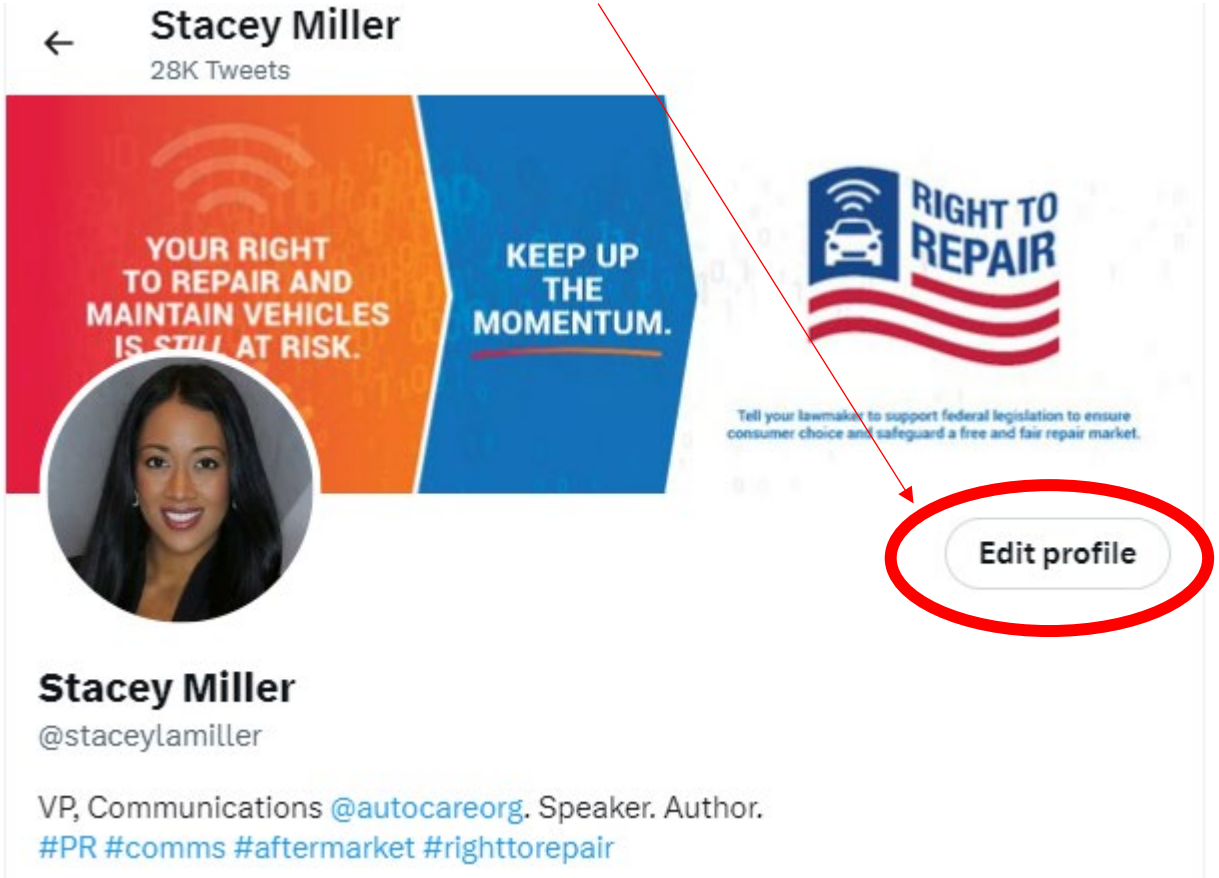




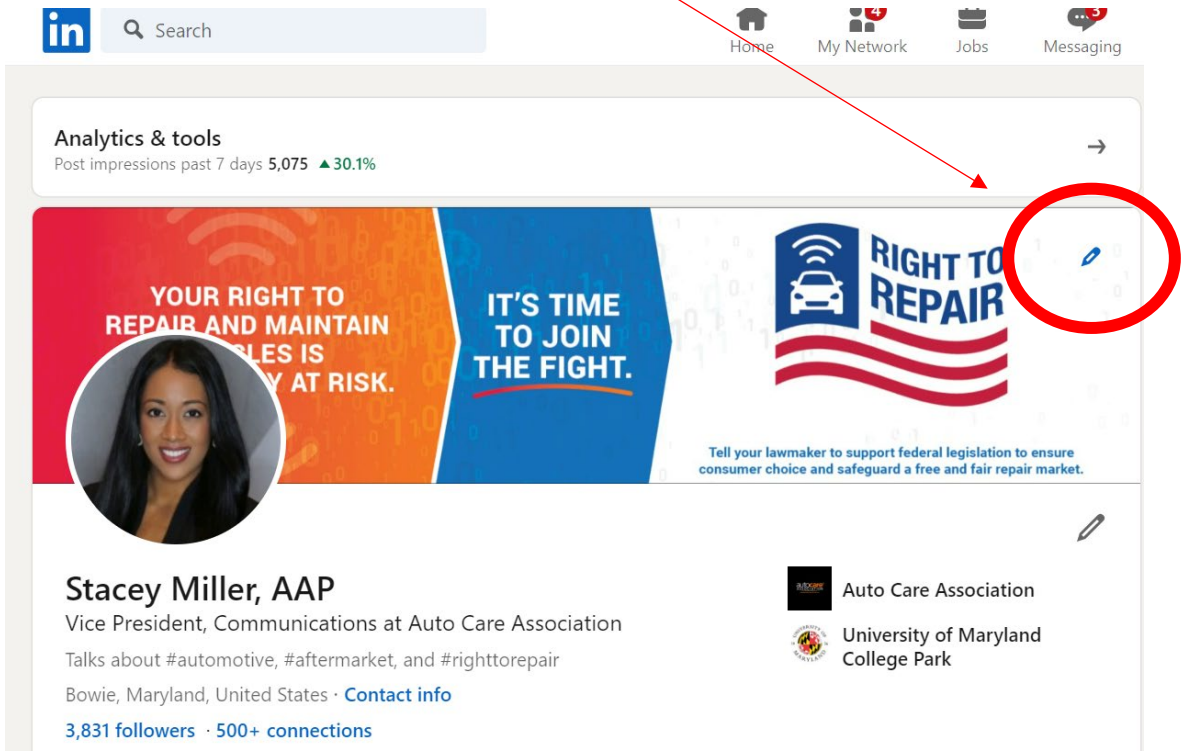


How to implement social profile header files

Twitter



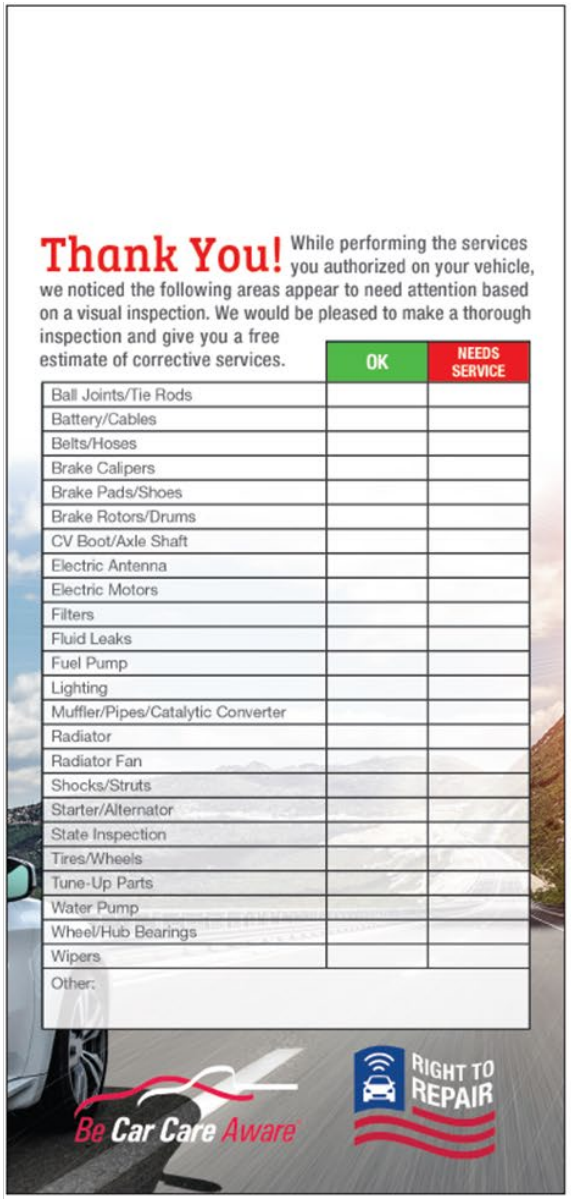
Linkedin



The GROUP
AUTOMOTIVE PARTS SERVICES GROUP

AutoPride · Auto Value · Bumper to Bumper · Federated Auto Parts · Parts Plus · pronto Auto Parts

970,000 hangtags





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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!

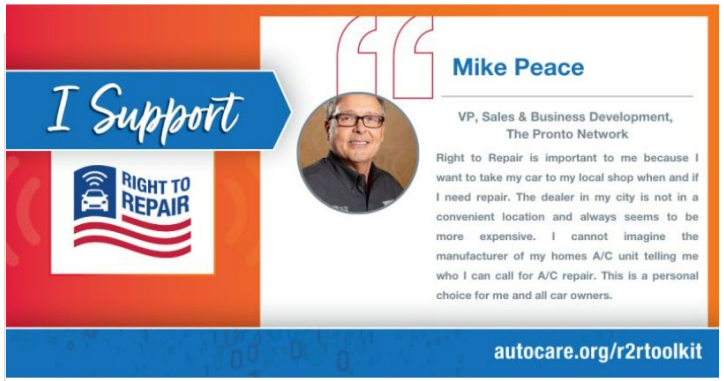
It's your turn: Speak up using the hashtag, encourage your company to use the toolkit to educate your peers and tell local legislators we need their support.
autocare.org/r2rtoolkit
https://lnkd.in/eJ3Yeuk4
AutoZone



Lance Boldt and 12 others

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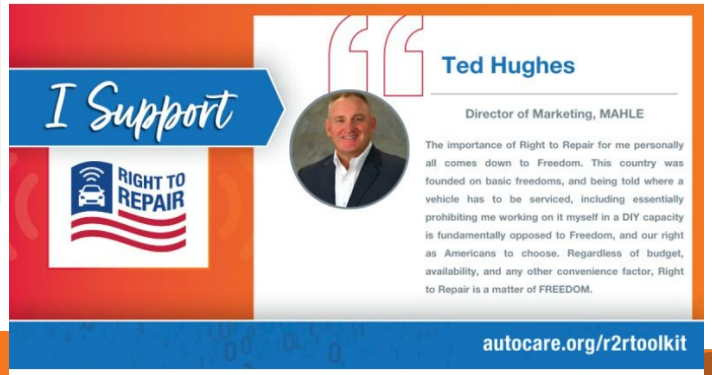
Thank you Michael Peace. MAAP for sharing how #righttorepair affects all of us as consumers and car owners!
It's your turn: Speak up using the hashtag, encourage your company to use the toolkit to educate your peers and tell local legislators we need their support.
autocare.org/r2rtoolkit
https://lnkd.in/eJ3Yeuk4
The Pronto Network



Michael Tanner and 42 others 2 shares

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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



Mark Bogdansky and 79 others 1 comment • 3 shares

Auto Care Association
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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



Daniel Hanson II and 6 others 2 shares



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

Auto Value BUMPER TO BUMPER

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)

The GROUP AUTOMOTIVE PARTS SERVICES 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)

APA AUTOMOTIVE PARTS ASSOCIATES, INC.



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

Federated Auto Parts PROFESSIONALS

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/ **#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, December 14, 2022



https://www.thenation.com/article/politics/marie-gluesenkamp-perez-democrats-rural-election/ **#righttorepair**

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Questions?

Email communications@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.

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