

Right to Repair Email Campaign Template



Directions: Send this pre-drafted email below (or a similar message) to your target audience (employees, customers, suppliers, etc.) to educate and engage them on the issue of Right to Repair.

Quick tip: Personalize where possible. Be sure to craft the email message using your organization's unique voice that your audience will be familiar with and don't be afraid to adjust this to better align with your style.

Dear [custom salutation],

We want to take a moment to ask for your help with an issue that directly impacts [COMPANY NAME].

All vehicle owners deserve to have a say in where and how their vehicles are repaired and maintained. Unfortunately, auto manufacturers are jeopardizing the ability for hundreds of millions of American to do just that. Over the years, as vehicle technology has progressed, the automakers have repeatedly blocked aftermarket professionals and drivers from accessing the critical vehicle repair and maintenance data needed to keep our cars on the road.

Without the freedom to access vehicle repair data, Americans are increasingly at risk of losing their local repair shops and being left with no other option but to drive hours to the nearest dealership to fix their vehicles. Blocking Americans from accessing their vehicle's repair and maintenance data will have a ripple effect of their daily lives, depriving them of choice, convenience and competitive pricing.

[Customize to insert why your company, product, or service is vital]. As a proud part of the automotive aftermarket, we at [COMPANY NAME] support the Right to Repair for all drivers.

We urge you to help us spread the word about this critical issue our industry is facing by using [this link](#) to send a pre-populated letter to your federal lawmakers in Washington. This message will ask them to pass Right to Repair legislation currently being considered in Congress. Right to Repair is a bipartisan issue that effects virtually every American and we need your voice to make a difference. It will only take 30 seconds of your time.

Once you send the letter to your elected officials, please also consider sharing your support for Right to Repair on social media by using these [graphics](#).

Let's work together to protect our right to repair and keep drivers safe on the road.

With gratitude,

[insert spokesperson's name here]