

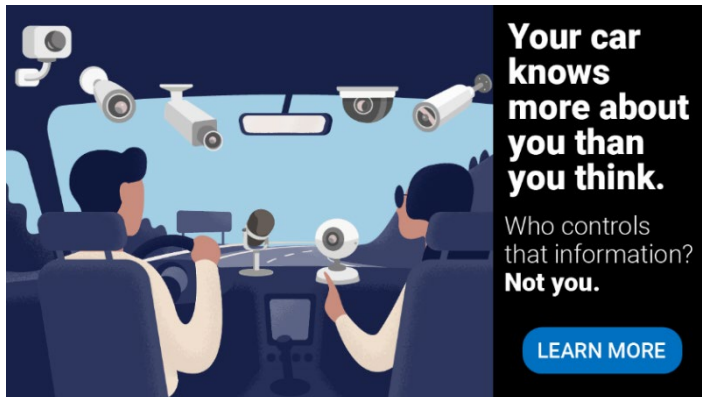
Suggested Social Media Content

Three out of four adults nationwide use at least one social media platform. Conversations take place each day between brands and consumers, constituents and policymakers, celebrities and fans and so forth. These engagements over time help build trust and foster relationships.

By using social media, aftermarket companies and their employees can use their voice and influence to highlight the vehicle data access and control issue. Below are four ready-made creative social content you can download and post on your personal social media accounts. Remember to tag Auto Care, AASA and/or *Your Car. Your Data. Your Choice.*™

Social media sample 1

Suggested copy: Cars collect as much as 25GB of data per hour. Vehicle manufacturers receive this information exclusively and get to decide where that data goes. Join the movement and sign the petition: <http://bit.ly/2QiQNVV>



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Social media sample 2

Suggested copy: America's car owners deserve to choose who they want to repair their car. But carmakers could strip that choice away. It's your car. Shouldn't it be your data? Sign the petition: <http://bit.ly/2QiQNVV>



[Download GIF](#)

Social media sample 3

Suggested copy: Vehicle manufacturers are using the information they collect on you for their economic gain. America's car owners and drivers deserve to control their own car data. Take control. Sign the petition today: <http://bit.ly/2QiQNVV>

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Social media sample 4

Suggested copy: You deserve to have direct control of and access to your car data. So, why don't you? Join the movement and sign the petition: <http://bit.ly/2QiQNVV>

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