Agenda

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Why I’m Here

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<th>Direct access to vehicle data under threat. Aftermarket industry in jeopardy; vehicle owners and drivers impacted most.</th>
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<td>The Challenge</td>
<td>Consumers, the aftermarket and policymakers largely unaware of issue and potential impact.</td>
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<td>Legislation that gives consumers control of and direct access to vehicle data.</td>
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The Problem

“The biggest threat is the accessibility of vehicle data and having the consumer be able to control where their vehicle data is being sent.”

- Bill Hanvey, president and CEO, Auto Care Association
Issue Background

The aftermarket industry has always had access to vehicle data.

As technology advanced, OBD ports were introduced to retrieve data.
Today’s Vehicle Data Collection Tool: **Telematics**

25 GB of data per hour\(^1\)

By 2022, 87% of new vehicles in the U.S.\(^2\)

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Source 1: McKinsey, Source 2: IHS Markit
What’s Wrong?

Direct access to vehicle data is under threat.

Vehicle manufacturers are developing systems that would make them the exclusive gatekeepers of vehicle data.
Consumer Implications

Greater inconvenience

Greater cost

Fewer maintenance and repair options
Industry Implications

- Eliminates competition
- Removes jobs and economic revenue
- Stymies innovation
Auto Care Industry’s Position On Vehicle Data

1. Consumers should know about the extensive amount of data transmitted directly to vehicle manufacturers.

2. Consumers should have direct access to this data.

3. Consumers should choose with whom they share their vehicle data, whether it be a vehicle manufacturer, dealership or an independent service facility of their choice.
The Challenge

“We have to tell people... and Congress... We have to get them involved and let them know don’t make a poor decision with a limited amount of information.”

- Dwayne Myers, president, Dynamic Automotive
Nearly 3-in-4 consumers are unfamiliar with vehicle data.
Most consumers assume vehicle owners already have access to vehicle data. They’re wrong.
Nearly half of consumers assume vehicle owners own the data their vehicle produces. **They don’t.**
Nearly 9-in-10 consumers think vehicle owners should be able to control who has access to their vehicle’s data.

Who consumers believe should control their vehicle data:

- Vehicle Owner: 88%
- Vehicle Manufacturer: 11%
Who We Need on Our Side

1. Auto Care Industry
2. Consumers
3. Policymakers
Key Campaign Efforts to Date

Build and Educate

2018

June

July

Aug.

Oct.

Nov.

The Problem

The Challenge

The Solution

"Carmakers are collecting data and cashing in – and most drivers have no clue"

"Who Owns the Data Your Car Collects?"

"Demand Access to and Control of Your Car’s Data"
Key Campaign Efforts to Date

Educate and Engage

The Problem

The Challenge

The Solution

Jan.
March
April
April
May
May
June

2019

How the Connected Car Impacts Consumer Choice: A Panel Discussion

How the Connected Car Impacts Consumer Choice: A Panel Discussion

Key Campaign Efforts to Date

Educate and Engage

The New York Times

DRUDGE REPORT

CQ ROLL CALL

The Problem

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The Solution

2019
"It’s important that access to and control of vehicle data be with car owners and not with vehicle manufacturers."

- Aaron Lowe, senior vice president, regulatory and government affairs, Auto Care Association
Pursue Legislation

Carry out two-pronged legislative strategy at state and federal level (Massachusetts and Washington, DC).
How You Can Help

1. Know the issue.
   Visit YourCarYourData.org.

2. Spread the word.
   Follow Your Car. Your Data. on Facebook and Twitter.

3. Make your voice heard.
   Sign our petition. Get involved.
For more information visit:
YourCarYourData.org