

Your Car. Your Data. Your Choice.™

Education and Advocacy Campaign

Direct access to and control of vehicle data is under threat. Vehicle manufacturers are close to ensuring they control who gets this important data. If this happens, the results could be devastating to the aftermarket industry and as many as 4.6 million jobs could be lost.

How You Can Help

Auto Care Association and the Automotive Aftermarket Suppliers Association (AASA) need their members to help raise awareness on why carmakers controlling vehicle data is bad for consumers – and the aftermarket. Whether large or small, there are many opportunities for member companies and their employees to get involved.

Below are campaign email addresses for government affairs and communications, along with specific issue areas and/or engagement activities. Use the appropriate email address to contact Auto Care and AASA representatives who can help get you what you need.

In the meantime, below are three steps you can take right now to help make a difference:

1. Go to autocare.org/telematics or aftermarketsuppliers.org/cardata to familiarize yourself with the campaign and available materials;
2. Highlight this industry priority issue with colleagues and underscore how it could affect their job. Consider hosting a “lunch and learn” or provide an update at your next all-team meeting; and
3. Visit YourCarYourData.org to sign the petition to demand access to vehicle data.

Government Affairs

Government_Affairs-YCYD@autocare.org

- Federal legislation and strategy
- Data coalition
- Massachusetts “Right-to-Repair” efforts and strategy
- Vehicle data (i.e., telematics)

Communications

Communications-YCYD@autocare.org

- *Your Car. Your Data. Your Choice.*™ campaign strategy and updates
- Research
- Content and materials
- Media relations
- *Your Car. Your Data. Your Choice.*™ website
- Social media

Websites You Should Visit

- **Advocacy Center** (industry) – Visit the Advocacy Center (<https://autocareadvocacy.org>) to learn more about the vehicle data issue and the different ways you can support the industry, and take action.
- **Autocare.org** and **aftermarketsuppliers.org** (industry) – Go to autocare.org/telematics or aftermarketsuppliers.org/cardata to access resources, including factsheets and social media assets, among other materials, that can help you increase awareness of this industry priority issue among employees – and consumers.
- **YourCarYourData.org** (consumer) – This is the information and content hub for the consumer education and advocacy campaign. Direct customers and non-industry stakeholders to this website to get the latest information on the vehicle data issue and to take action.

YOUR CAR. YOUR DATA.
YOUR CHOICE. 

autocare
ASSOCIATION
Independence drives us.

AASA
Automotive Aftermarket
Suppliers Association