

# 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 its Your Car. Your Data. Your Choice. education and advocacy campaign need members to help educate key audiences and raise overall awareness on why monopolizing car 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 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 team members who can help get you what you need.

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

1. Go to [autocare.org/telematics](http://autocare.org/telematics) to familiarize yourself with the information and materials available;
2. Create opportunities to share information on this industry priority issue with colleagues to underscore how it affects them. Consider hosting a “lunch and learn” or provide an update at your next all-team meeting; and
3. Visit [YourCarYourData.org](http://YourCarYourData.org) to sign the petition to demand access to vehicle data.

#### GOVERNMENT AFFAIRS

[Government\\_Affairs-ICYD@autocare.org](mailto:Government_Affairs-ICYD@autocare.org)

- Federal legislation and strategy
- Data coalition
- Massachusetts effort and strategy
- Telematics

#### COMMUNICATIONS

[Communications-ICYD@autocare.org](mailto:Communications-ICYD@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 demonstrate support for the industry and take action.

**Autocare.org** (industry) – Go to [autocare.org/telematics](http://autocare.org/telematics) to access resources, including factsheets and social assets, among other materials, that will help you increase issue awareness 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.