

telematics principles

YOUR CAR. YOUR DATA.
YOUR CHOICE. 

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JUNE 2018

This document presents and defines our key points and messages in an effort to keep our members and other stakeholders aligned on the issues surrounding telematics. It will be updated as needed.

THE STORY: EDUCATION IS KEY

By the year 2020, more than 90 percent of all new cars will have telematics—wireless technology that transmits real-time information about the vehicle's condition and the owner's driving habits. Telematics can be beneficial to a car owner in helping to effectively maintain, service, and repair his or her vehicle.

Overall awareness of telematics is very low among consumers and most do not know that vehicle manufacturers have claimed ownership of the data. Currently, car manufacturers use the data for a variety of marketing purposes – including steering car owners to their higher cost and less convenient authorized service provider. However, once consumers learn about telematics and who currently controls their data, they appreciate the benefits and demand control of it for their own decision-making purposes.

The goal of the Auto Care Association and its members is to empower consumers, legislators, and other relevant stakeholders with knowledge about the data collected from their vehicle by auto manufacturers, the restrictions owners currently face when accessing that data, and the opportunities presented by recognizing the right of a vehicle owner to access and control that data.

CONTROL & ACCESS:

There are two core issues when it comes to telematics.

The **right to control** where data goes as the owner of the vehicle; and the **secure access** to the data.

CO-DEPENDENT CONCEPTS:

Control and *access* are co-dependent and advocating for *both* is the only way to ensure a future of choice for consumers as well as a level playing field on which the auto care industry can compete for their business. The ability to control the data is meaningless if there is not a simple and standardized way to access that data and the ability to access the data is meaningless if the vehicle owner does not have full control over how that data is used.

OUR POSITION:

The Auto Care Association believes vehicle data should belong to, and be controlled by, the car owner. It's their car, it's their data. The immense amount of data generated and transmitted by vehicles can offer benefits to consumers, but only if consumers:

- know what data is being collected
- have freedom to access it
- control where the car sends their data and how it's used

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If the automakers continue to control the data, consumers will:

- face a less competitive marketplace for obtaining vehicle repair
- be subject to the commercial business preferences of the vehicle manufacturers regarding the use of their vehicle's data
- face restrictions on access to the critical data needed to repair their highly sophisticated late model cars

SOLUTIONS:

There are two possible solutions: One is a negotiated settlement with the automakers. Despite attempts by the Auto Care Association and others, no such agreement has been reached to resolve the data access/control issue. Absent an agreement, the second solution for ensuring consumer control and access to data is legislation, which the ACA is actively working on at the state and national levels via our government affairs department, coalition partners and public education campaign.

CONNECTIVITY OPTIONS:

In conjunction with our legislative policy discussions, we are pursuing a technical solution that will provide secure access to the data generated by vehicles once the rights are granted to the owner.

Current automaker solutions ensure exclusive control over the data. They will be able to determine who gets what data, when, and at what price. Without another option, the vehicle manufacturers will be in a monopoly position. The data will go to the manufacturer, regardless. The key is there is also a solution in place that enables the consumer to choose where else the data goes.

Auto Care supports a solution that provides security, privacy, choice, safety, and a level playing field for the marketplace. A standardized solution that enables a smart global infrastructure, where the vehicles of the future can "talk" to infrastructure components like roads, traffic lights, emergency vehicles and more, which results in safer and more efficient roadways using Intelligent Transportation Standards defined SDO (standard developing organizations) such as ISO, IEEE, SAE, CEN, etc. Currently there is a solution in advanced development that delivers – **SVI (Secure Vehicle Interface)**.

SECURE VEHICLE INTERFACE (SVI) IS...

- Cybersecure (one point of entry at the vehicle reduces vulnerabilities)
- An Agnostic solution in that it can be utilized whether the connection to the vehicle is wireless or directly to the data port
- Retrofitting to earlier model vehicles is possible
- Standardized

Solutions based on **SVI** standards enable access to the data via secure interfaces and provides a standardized format for the transmission of the data. It provides a method for consumers to have the ability to control their data directly from their vehicle.

INDUSTRY TALKING POINT RE: TECH

"Since the beginning of the car, the community of businesses that provide vehicle maintenance has always had direct access to data from vehicles. Those businesses have served as independent

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solutions for consumers to obtain affordable and convenient vehicle repairs. Any system that gives automakers a monopoly on control of that data will eliminate choice and make it extremely difficult for independent businesses to compete survive”

CONSUMER TALKING POINT RE: ACCESS & CONTROL

“If a consumer is denied access to and control over the data their car produces, they will face limited choices as to where or how they have their vehicle serviced. This means greater inconvenience, greater cost, and fewer options for taking care of their vehicle.”