



Car Data:

YOUR JOB DEPENDS ON IT.

CARMAKERS ARE POSITIONING THEMSELVES AS GATEKEEPERS OF CAR DATA. DON'T LET THIS HAPPEN.

As many as **491,800** jobs are in jeopardy of going away, including your own.¹

Your role in this fight is crucial to your industry's existence.

Tell your customers why the car data access and control issue matters to them and how it could affect their time and money.

Tell them how the issue would affect **your ability to serve them**.

WHY YOU SHOULD CARE

If only carmakers have direct access to and control of your customers' car data, it means they control who gets that information, including unauthorized third parties.

If you and other independent repair shop technicians can't directly access maintenance and repair data, it means lost revenue and a smaller customer base, and fewer opportunities to innovate products and technology.

Simply put, your livelihood is at stake.

For your customers, it means less time for themselves, more money spent to service their car and going to dealerships for longer wait times and inconvenient locations. As a result, customers may delay or ignore safety-critical maintenance and repairs.

HOW YOU CAN HELP

1 Sign the consumer data access and control petition.

Go to yourcaryourdata.org. Short on time? Scan the QR Code to go directly to the petition.

SCAN ME



2 Engage your customers.

Use the free and convenient materials available to you at www.vehicledataaccess.aiacanada.com to let them know about this issue.

By taking these actions, you help advance the aftermarket industry's fight for consumer choice, fair competition, and your livelihood.

DEMAND ACCESS AND CONTROL

Visit www.vehicledataaccess.aiacanada.com to learn more about the car data access and control issue and its impact on your industry and consumers.

You're part of an industry that contributes greatly to the Canadian economy. The financial and economic impact of the independent aftermarket matters to federal, provincial and territorial policymakers.

THE AFTERMARKET INDUSTRY BY THE NUMBERS IN 2019

491,800 JOBS

supported by the independent aftermarket¹

\$32.2B SIZE

of the aftermarket industry *

48,942 AFTERMARKET BUSINESSES

98.8%

of businesses in the industry are **SMALL & MEDIUM SIZED ENTERPRISES**

\$750B ESTIMATED VALUE



YOUR CAR. YOUR DATA.
YOUR CHOICE.
yourcaryourdata.org



REF 1: 2020 Outlook Study: A Resilient Industry, October 2020. AIA Canada.
REF 2: McKinsey & Company, (Sept., 2016). Monetizing car data: New service business opportunities to create new customer benefits. Retrieved from <https://mck.co/2C54Qsr>.

*Due to changes in methodology and the inclusion of collision and mechanical sectors in the 2020 Outlook Study, revenue estimates are not comparable to those in previous AIA outlook studies.