

# 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.<sup>1</sup>

**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](https://yourcaryourdata.org). Short on time? Scan the QR Code to go directly to the petition.

**2** **Engage your customers.**  
Use the free and convenient materials available to you at [www.vehicledataaccess.aiacanada.com](https://www.vehicledataaccess.aiacanada.com) to let them know about this issue.

SCAN ME



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](https://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  
aftermarket<sup>1</sup>

**\$32.2B** **SIZE**  
of the aftermarket industry<sup>\*</sup>

**48,942**  
**AFTERMARKET  
BUSINESSES**<sup>1</sup>

**98.8%**  
of businesses in the industry are **SMALL & MEDIUM  
SIZED ENTERPRISES**<sup>1</sup>

**\$750B** **ESTIMATED  
VALUE**<sup>2</sup>