

Legislative Update: Advancing the Aftermarket's Business Interests

Chris Gardner | AASA | ToolTech 2018 | May 1



AGENDA

- AASA
- Legislative Update
- Technology Initiatives





MEMA



Automotive Aftermarket Suppliers
Association



Heavy Duty
Manufacturers Association



Original Equipment
Suppliers Association



Motor and Equipment
Remanufacturing Association



Motor & Equipment Manufacturers Association



GA

Legislative
Regulatory
NHTSA
DOT
FTC
EPA



IA

Industry
Economic
Research
Reports
Trends



Councils

MEC
ATC
BMC
CAF
MiX
IPC



Events

AAPEX
Vision
Tech Conf
OES
MAP
Global

LEGISLATIVE UPDATE – NAFTA 2.0



- Political Undercurrent
 - “NAFTA is the worst trade deal maybe ever signed anywhere but certainly ever signed in this country.” --- Candidate Donald Trump
- Focus
 - Trade deficits
 - Reshoring American jobs
- Parties close to a deal
- Ability to get Congressional approval up in the air

LEGISLATIVE UPDATE – NAFTA 2.0



- Major Renegotiation Issues
 - Investor State Dispute Settlement
 - 5-year Sunset Period
 - Agriculture
 - Digital Trade
 - Intellectual Property
 - Currency
- Rules of Origin on Autos



LEGISLATIVE UPDATE – TARIFFS



USTR Section 232

- Pursued to protect national security interests
- Specified steel and aluminum from all countries
- Country exemptions (until May 1)
 - Argentina, Australia, Brazil, Canada, EU, Mexico
- Longer term exemption for South Korea, but 70% quota
- Product exclusions
 - Commerce Department Process

USTR Section 301

- Investigation into IPR violations from China
- 25% tariff on goods equaling \$50 bil
- 1,300 products listed in NPRM
- No exclusion process
 - Public comment period prior to passage
- HTS 8708 – Motor Vehicle Parts not listed but a number of parts or subcomponents listed elsewhere
- MEMA webinar on topic

LEGISLATIVE UPDATE – AVS



- House passed HR 3388 – “Self-Drive Act”
- Senate Commerce Committee approved S 1885
- MEMA Priorities:
 - Supplier ability to test AV systems on public roads
 - Distinction between federal and state regulation
 - “Data Access Advisory Committee”
 - Inhofe amendment
 - Report in two years on ownership, control and access to vehicle data
 - Committee members – OEMs, OE dealers, equipment manufacturers, aftermarket parts suppliers
- Senate: three holds on the bill
- Ongoing Outreach:
 - Alliance, Global, Disability, Ridesharing, Tech, ITS, Telematics Task Force

LEGISLATIVE UPDATE – DMCA



- 7th Triennial Review
- Oct. 26 Proposed Rule: “Exemptions to Permit Circumvention of Access Controls on Copyrighted Works”
- Comment Period: Dec-Mar
- MEMA Action:
 - December – Requested USCO to adopt an exemption because it does not circumvent technological protection measures (TPMs) ‘on behalf of’ consumers or conflict with DMCA anti-trafficking provisions
 - March – Addressed software outside the context of diagnostics/repair (e.g. re-flashing)



LEGISLATIVE UPDATE



www.mema.org

TECHNOLOGY – AASA TECHNOLOGY COUNCIL



- Purpose: Forum for exchange of best practices, thought leadership and networking
- Members: IT, IS, cybersecurity, network management, cataloging/mapping, data analytics, e-commerce, EDI, web services, S&OP, customer service
- Recent Initiatives
 - Cybersecurity
 - POS Data
 - Aftermarket Technology Roadmap
 - Master Data Management (MDM)





2018 TECHNOLOGY CONFERENCE

"Tomorrow's Technology Today"

Sept. 30 - Oct. 2 | Clearwater, Fla.



TECHNOLOGY – VDWG



- Vehicle Data Work Group
 - Objective – Ensure the right of consumers to have vehicles serviced where they choose and with the parts they choose
 - Comprised of suppliers
 - Supports Aftermarket Telematics Task Force
 - Supports development of SVI
 - Must collaborate with various stakeholders – OEMs, IAM, collision industry, etc.
 - Supports development of marketplace solution:
 - Secure
 - Neutral
 - Pass-through
 - Agreements by data owners/providers and users
 - Planning a comprehensive study to identify best solution, partners, success path

TECHNOLOGY – AMI



- Aftermarket Mobility Innovation
 - First event of its kind!
 - October 3
 - Clearwater Beach, Florida
 - Focus on suppliers of:
 - Telematics
 - ECUs
 - Sensors
 - Mobile Apps
 - Plug-in Devices
 - ADAS
 - Predictive Analytics
 - Connectivity

TECHNOLOGY – AMC



- Aftermarket Mobility Council
 - New organization launching in Q4
 - Members:
 - Emerging technology suppliers (telematics, plug-in devices, sensors, etc.)
 - Parts suppliers with advanced technologies
 - Parts suppliers researching sensors and connected technologies
 - Areas of Focus:
 - Government advocacy
 - Networking
 - Thought leadership
 - Develop relationships with parts suppliers
 - Market research

TECHNOLOGY – AAPEX

- ADAS Forum (partnership with SEMA)
 - Retrofit ADAS products
 - Servicing ADAS-enabled vehicles
- Let's Tech Talks
- Technology Intersection
- Mobility Garage



TECHNOLOGY – MEMA

- Technology – One of three primary strategies
- MEMA CTO – Brian Daugherty
- SAE, AutoISAC, ITS, Vision Zero
- Quarterly meetings in SV



THANK YOU! IT HAS BEEN A PLEASURE!



**Automotive Aftermarket
Suppliers Association**

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