



**PRI**  
PERFORMANCE RACING INDUSTRY



# SEMA & PRI Advocacy Update

March 2023

# Agenda



**Welcome**

**Meet the Public and Government Affairs Team**

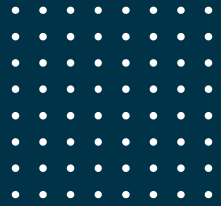
**RPM Update and Beyond**

**Federal Update**

**State Affairs Update**

**How To Get Involved**

**Questions**



# Welcome and Introductions



# Your Public and Government Affairs Team



## **Karen Bailey-Chapman**

Senior Vice President, Public and Government Affairs

## **Christian Robinson**

Senior Director, State Government Affairs & Grassroots

## **Eric Snyder**

Senior Director, Federal Government Affairs

## **Alicia Steger**

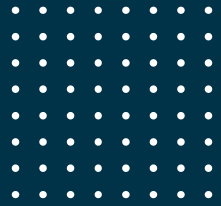
Manager, Political Action Committees (PAC)

## **Colby Martin**

Director, State Government Affairs

## **Kiley Chapley**

Manager, State Government Affairs



# RPM Act Update

Key negotiators in Congress and our industry could not reach an agreement on bill language that balanced the need for federal law to protect racers and motorsports parts businesses from EPA enforcement with reasonable measures to ensure that race parts are not used on vehicles driven on roads and public highways.



# Where We Didn't Align



Documentation, such as cancellation of your vehicle's registration or surrender of license plates, that is provided by a State DMV for the State in which the vehicle owner resides, **and** three of the following six items:



1. A list of features added to the vehicle that are consistent with use solely for competition,



2. A list of features that are necessary for authorized operation of the vehicle on streets or highways that have been removed from the vehicle or never installed on the vehicle,



3. At least 5 photographs, taken not more than 1 year prior to the sale of a race part for the dedicated race vehicles, including: the front view, the rear view, each side view, the VIN, and the interior of the vehicle,



4. A schedule of competition events, including the sanctioning body, competition class, dates, locations, and proof of registration, for competitions in which the vehicle will participate,



5. A copy of racing insurance policy documents that identifies the vehicle as a vehicle used in competition, and



6. Any other item that demonstrates that the vehicle is used solely for competition and is not authorized for operation on a street or highway.

# Where Do We Go From Here?



# SEMA's Advocacy Investment



- **Building a Broader and More Robust Advocacy Team**
- **Building Political Muscle**
- **Economic Impact Study**
- **Advocacy Portal**
- **New Policy Development: ADAS and Technology Neutral Legislation**
- **Investing in SEMA Action Network (SAN)**
- **Public Opinion Research & Polling/ Public Policy Advertising**

**Parallel Strategy: Federal AND State**



# A Voice Beyond Government



## High Favorability...When We Work for It!

While many know about manufacturing, selling and installing automotive parts, there is limited unaided knowledge of the breadth and other aspects of the industry, and some associate 'automotive aftermarket' as a new term for 'used cars.'

After reading a brief description of the industry, **9 in 10 voter participants express a favorable impression** of the automotive aftermarket, including 7 in 10 who are very favorable.

Voters are on the industry's side regarding right to repair, OEM lockouts, 2035 ICE bans, emission-reduction incentives, and converting street cars to race cars.



"Safety"  
mentioned  
**43**  
times

# SEMA Action Network



460,000+ Advocates


**“**  
**ON AND AFTER JANUARY 1, 2038,**  
**THE REGISTRAR SHALL NOT**  
**ACCEPT AN APPLICATION FOR**  
**ORIGINAL REGISTRATION FOR**  
**ANY MOTOR VEHICLE UNLESS**  
**THAT VEHICLE IS A ZERO**  
**EMISSIONS VEHICLE.**  
**”**  
– MA HOUSE DOCKET NO. 965

**JOIN US TODAY TO**  
**PROTECT YOUR**  
**FREEDOM TO**  
**CHOOSE YOUR CAR.**



**Performance Racing Industry**  
Published by Justin Cesler · 1d · 🌐

Racers in North Carolina, vote like your next race depends on it! If you love racing, vote for RPM Act cosponsor Ted Budd for Senate. He's a champion of your RIGHT to RACE! Share this post NOW with your racing friends and family.



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Don't let California control your vehicle choices. Support legislation (H.B.1378) to repeal the law tying Virginia to California's motor vehicle emission laws. Don't wait, contact Senator Morrissey today!

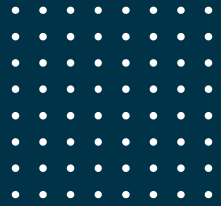


**SEN. JOE MORRISSEY -**  
**REPEAL**  
**VIRGINIA'S**  
**CAR BAN**

TELL YOUR SENATOR TODAY.

WWW.SEMA.ORG  
**Act now!** [Learn more](#)  
Virginians, not the government, should decide wh...

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# Federal Affairs Update

Eric Snyder

Senior Director, Federal Government Affairs



# REPAIR Act (H.R. 906)



The REPAIR Act (Right to Equitable and Professional Auto Industry Repair) is a bipartisan bill in the U.S. House by Representatives that would ensure enthusiasts, aftermarket businesses and repair shops have access to the information and tools that are needed to maintain and modify the cars, trucks and SUVs we love.

## The REPAIR Act:



Protects consumer access to independent repair and maintenance by allowing vehicle owners to securely share their vehicle's repair and maintenance data with their repairer of choice.



Enshrines into law enthusiasts' ability to modify their vehicles by prohibiting vehicle manufacturers from imposing any technological or legal barriers that block aftermarket parts manufacturers from accessing critical information and tools necessary to develop products that are interoperable with emerging vehicle technology.



Establishes the right for aftermarket businesses and independent repair shops to access critical information, tools and equipment needed to maintain and improve the performance of vehicles.



Requires companies producing vehicles equipped with telematics (wireless transmission of data) to make available to aftermarket manufacturers and repair facilities any critical repair information and tools at a fair and reasonable cost.

# Right to Modify



SEMA is committed to protecting the right to modify vehicles by:

- Prohibiting automakers from locking down ECUs
- Ensuring aftermarket companies have access to the information needed to recalibrate vehicles with Advanced Driver Assistance Systems (ADAS) after they have been modified



# Preserving Choice in Vehicle Purchases Act

- H.R. 1435 protects Americans' right to choose the technology that powers their vehicles
- Introduced to stop California's plans to ban the sale of new ICE vehicles by 2035:
  - California requires 35% of new cars, SUVs and small trucks sold to be zero-emissions starting in 2026, increasing to 68% in 2030 and 100% in 2035
- Prevents U.S. EPA from issuing a Clean Air Act waiver that would allow California's ZEV regulations to be implemented
- H.R. 1435 is critically important to stopping bans on ICE vehicles all over the country
  - 17 states have followed all or part of California's previous clean-car rules



# Motorsports Fairness and Permanency Act



- Congress has authorized the accelerated depreciation of racetracks through December 31, 2025. This tax incentive must be made permanent to provide certainty to racetracks making long-term investments in their facilities
- SEMA & PRI support the Motorsports Fairness and Permanency Act, which would amend the Federal Tax Code to make permanent the seven-year recovery period for investments in motorsports entertainment complexes
- It's time for Congress to make accelerated depreciation of investments in motorsports facilities' permanent!



# Land Use & Off-Road Recreational Access



Oceano Dunes



Land Access

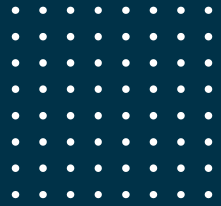


MOAB



American Outdoor Recreation Act





# State Affairs Update

**Christian Robinson**

Senior Director, State  
Government Affairs and  
Grassroots



# ICE Ban Prevention & Repeals

- Repealing legislation for states that have coupled themselves to California's emissions standards
- Actively supported Virginia's efforts to repeal the ICE ban this past legislative session.
- We are introducing state resolutions that reinforce a technology-neutral position on automobiles
- Colorado & New Hampshire Updates



# West Virginia



- Motorsport Responsibility Act
- Designed to help racing facility operators and owners
- Defining areas of responsibility and assumed risks by participants
- Car tax repeal



# California



- Introduced legislation that would make cars converted to ZEV eligible for California’s ZEV rebates program
- California’s current ZEV incentive program only provides for consumers who buy new cars
- New car purchases are eligible for rebates between \$1,000 and \$7,500
- California legislature should level the playing field by including a \$2,000 rebate for those who convert gas and diesel vehicles to ZEV



# How To Get Involved



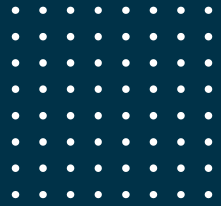
**Host Your Lawmaker**



**Coming Soon:  
Advocacy Site**



**Washington, DC &  
State Capitol Rallies**



# Keep In Touch

For additional information or state-specific information, please reach out.

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