



PRI
PERFORMANCE RACING INDUSTRY

2025 ADVOCACY AGENDA



[SEMA.ORG/ADVOCACY](https://sema.org/advocacy)



ADVOCACY PRIORITIES

300 MILLION

Passenger vehicles on the road.
Approximately 20% of drivers
accessorize or customize their vehicles.

PROTECTING THE RIGHT TO REPAIR AND MODIFY VEHICLES

We remain focused on protecting enthusiasts' rights to modify vehicles legally and is working to ensure that its members have access to the information, tools, and tolerances for motor vehicles with advanced technology, including advanced driver assistance systems (ADAS), to ensure they can be safely modified. Similarly, with the federal highway bill up for reauthorization in 2026, which historically includes vehicle safety mandates from Congress, SEMA and PRI advocate for why the federal government should not mandate a maximum ride height for motor vehicles, among other potential mandates. In 2025, we will also push for more state-level reforms to ensure transparent and objective standards while highlighting the aftermarket industry's ability to innovate and offer products that enhance performance, customization, and safety.

ONLY 10%

EVs currently make up less than 10% of new sales. Due to slowing demand, sales only grew 1% over last year.

HALTING ELECTRIC VEHICLE MANDATES AND PRESERVING VEHICLE CHOICE

SEMA and PRI believes that government should remain technology-neutral in pursuit of reducing motor vehicle emissions. We oppose electric vehicle (EV) mandates and favors an approach that fosters advancements and innovation in all fuel and engine types, including cleaner internal combustion engines, hydrogen, and biofuels. SEMA and PRI seek to expand the number of states banning ZEV mandates. Building on our success in nine states where "ban the ban" of ZEV mandates is now the law, SEMA will advocate for more states to follow suit.

60%

of vehicles on the road are trucks or utility vehicle (many of which go off-road).

PRESERVING ACCESS TO PUBLIC LANDS FOR RECREATIONAL USE

SEMA and PRI will continue to advocate for land use policies that provide reasonable motorized recreational access to public lands so that off-road enthusiasts can responsibly enjoy their passion.

TARIFFS

The Trump Administration is expected to use tariffs as it did in 2017 to 2020: as a tool and bargaining chip for trade negotiations and advancing its international policies. As this issue evolves, SEMA and PRI will closely monitor tariff policy and educate the Trump Administration on its potential impact on the specialty automotive aftermarket industry.

\$52 BILLION

Americans generated \$52 billion in special-parts sales last year.

This 2025 Advocacy Agenda reflects the issues that the SEMA and PRI Government Affairs team has determined to be key priorities for the upcoming year.

Our government affairs efforts can be best understood as three buckets: federal advocacy, state advocacy, and member engagement.

The first two, federal and state advocacy, concern the various issues that lawmakers and regulatory bodies are considering and developing. SEMA and PRI engage in federal and state advocacy through direct interaction with elected officials and their staffs, along with leaders of regulatory agencies. We will send letters of support and opposition, testify at hearings, request oversight, and participate in stakeholder events where issues important to the automotive aftermarket industry are discussed.

The third bucket is directing engagement by our members and the broader community of automotive enthusiasts. If you hear the term “grassroots,” it’s in reference to these activities: enlisting the people or businesses most impacted by a law or policy change to speak up.

Our member engagement strategy also includes political fundraising through its SEMA & PRI PAC political action committee. SEMA & PRI PAC helps establish relationships with new lawmakers and strengthen relationships with current members of Congress, with a focus on lawmakers who sit on committees of jurisdiction. SEMA & PRI PAC augments and amplifies the advocacy and enables us to go deeper in our efforts to help lawmakers understand the needs, issues, and concerns of the automotive aftermarket industry.

SEMA & PRI PAC operates exclusively on donations from our members, as we are not allowed under federal law to donate directly to a candidate’s campaign. This means our members are critically important in fueling our advocacy efforts and helping to establish and sustain relationships with lawmakers on Capitol Hill.

SHAPING TAX POLICIES THAT HELP SMALL BUSINESSES

In 2025, SEMA and PRI will advocate for the passage of a comprehensive federal tax bill that:

- makes permanent the seven-year recovery period for investments in motorsports entertainment complexes;
- permanently renews the 199A deduction, which allows small businesses to deduct 20% of their earnings;
- restores immediate expensing for research and development (R&D) because businesses currently must deduct R&D expenses for research done in the U.S. over a five-year period and over a 15-year period for research conducted outside the U.S.;
- restores the immediate, 100% expensing for investments in machines, equipment, and vehicles;
- and expands of the small business expensing cap.

SEMA and PRI will advocate for fair state-based tax policies that promote growth and job creation. This includes pushing for legislation that allows businesses to reinvest in innovation and infrastructure. We will also support initiatives that provide tax relief for small businesses and oppose new tax burdens on the specialty-equipment market.

12 MILLION

SEMA and PRI estimate there are approximately 12 million pre-1990 classic vehicles on the road.

DEFENSE OF CLASSIC VEHICLES AND COLLECTOR RIGHTS

SEMA and PRI defend the rights of classic car owners and enthusiasts against state-level policies that impose unreasonable restrictions on older and modified vehicles. In 2025, we will prioritize efforts to combat restrictive titling and registration laws that target imported vehicles, including those that impose unnecessary hurdles for vehicles more than 25 years old. We also will work to protect vehicle owners from overly harsh exhaust noise laws, which unfairly penalize car enthusiasts and undermine the automotive hobby.



100,000+

The # of advocates and engaged community leaders who are part of the SEMA Action Network.

PROTECTION OF SMALL BUSINESSES FROM REGULATORY OVERREACH

Small businesses are the backbone of the automotive aftermarket; many are at risk from overreaching regulations. SEMA and PRI will challenge state-level attempts to impose costly and restrictive policies on specialty manufacturers, installers, and retailers. We support product liability reform and seeks to prevent states from imposing onerous product labeling requirements and recycling regimes that could hinder small business growth.

A core focus is fostering growth and job creation. This includes pushing for legislation that allows businesses to reinvest in innovation and infrastructure. SEMA and PRI will also support initiatives that provide tax relief for small businesses and oppose new tax burdens on the specialty-equipment market.

LOOKING AHEAD

SEMA and PRI will next host the biannual D.C. Rally in 2026, our industry's important fly-in for members who want to be personally involved in the advocacy process. Members also are always welcome to visit Washington, D.C., learn about our issues, and join our government affairs teams during meetings with key lawmakers on Capitol Hill.



RESOURCES

SEMA.ORG

Information on our industry's advocacy issues is housed at sema.org/advocacy, your one-stop-shop for information on our key advocacy issues and how you can get involved. And check your inbox for the latest advocacy updates in our newsletters.

SEMA ACTION NETWORK

The SEMA Action Network (SAN) is a nationwide partnership between vehicle clubs, enthusiasts and members of the specialty auto parts industry who want to protect their hobby.

Visit www.semasan.com to get involved.

SEMA & PRI PAC

PACs are formed by trade associations and other groups to support candidates who align with their interests. Our industry's PAC helps build and sustain relationships with federal lawmakers who champion the automotive aftermarket industry.

Visit www.semapac.com to learn more or email semapac@sema.org.

HOST A LAWMAKER TOUR OF YOUR FACILITY

You don't have to travel to Washington, D.C., to tell your story – in fact, many lawmakers will come to you! By hosting your elected federal or state lawmaker at your base of operations, you enable them to see the innovative work you do, the quality of your employees, and the impact of our industry on your local community. Our D.C.- based Government Affairs staff can help you plan a visit and tour; email us to learn more.

SEMA/PRI GOVERNMENT AFFAIRS

1317 F St. NW, Suite 500
Washington, DC 20004
governmentaffairs@sema.org

GET INVOLVED

