



January 30, 2025

Dear Members:

As we emerge from one of the most closely watched elections in our nation's history, SEMA and PRI continue to play an important role in raising the automotive aftermarket industry's issues to levels of prominence not before seen on a national political stage. We are extremely proud of our combined efforts to represent you, your employees, and the customers you serve on issues that directly impact your ability to do what you do best: innovate and bring to the market the best products for automotive enthusiasts' enjoyment, safety, comfort, and personal expression.

The 2024 election was just the starting point. Our work is already underway for the coming year and the many fights ahead. At the federal and state levels, SEMA and PRI continue to amplify your voice through our advocacy and relationships with lawmakers and regulators.

This letter is accompanied by SEMA and PRI's 2025 advocacy agenda, a baseline for your understanding of our issues and where our Government Affairs team will be focused in the coming months. This document is prone to change as issues emerge, develop, or disappear. We encourage you to remain connected to our work through SEMA and PRI News and our other communications platforms like our SEMA Action Network ([www.semasan.com](http://www.semasan.com)).

We encourage you to take what you see in this agenda and think about how you might personally get engaged – advocacy, after all, is a team sport, and we would love to have you along for the ride.

Sincerely,

Mike Spagnola  
SEMA President and CEO

Mike Good  
PRI President

Karen Bailey-Chapman  
SEMA/PRI Senior Vice President, Public and Government Affairs