PRESS RELEASE

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SEMA UNVEILS 2027 ADVOCACY AGENDA

Washington, D.C. (October 30, 2026) The Specialty Equipment Market Association (SEMA) has pulled the curtain back on its advocacy strategy for 2027, releasing its 2027 Advocacy Agenda at the SEMA Show in Las Vegas. The advocacy agenda is an important piece of SEMA's acclaimed efforts to inform and engage its members on the federal and state issues that impact the automotive aftermarket industry and the nation's enthusiasts.

The advocacy agenda annually serves as a reference point throughout the year, with SEMA providing regular updates on the progress of the issues outlined within.

- **View SEMA's 2027 Advocacy Agenda here (LINK).**

Issues outlined in the advocacy agenda fall under a series of "rights" that American aftermarket businesses and automotive enthusiasts are owed and deserve:

- **The Right to Modify**, ensuring the sustainability of the automotive aftermarket industry
- **The Right to Race**, protecting racetracks and the future of motorsports
- **The Right to Preserve**, sharing our automotive heritage with the next generation
- **The Right to Explore**, keeping America's public lands accessible for motorized recreation
- **The Right to Build**, ensuring America's skilled workers, small businesses, and domestic manufacturers can thrive
- **The Right to Choose**, protecting consumer choice in the automotive space

"It's important to remember that even as we face nationwide uncertainty in Congress and the states because of results of the midterm elections, SEMA has always delivered impactful advocacy on behalf of the automotive aftermarket industry and enthusiasts across the U.S., regardless of who is in power," **said Karen Bailey-Chapman**, SEMA's senior vice president for public and government affairs. "As long as we maintain an engaged group of advocates and continue to tell the story of how our industry resonates on an economic and cultural scale, SEMA will remain well-positioned to secure laws and policies that will help aftermarket businesses and their customers thrive."

To learn more, visit sema.org/advocacy.

ABOUT SEMA
The Specialty Equipment Market Association (SEMA) serves as a leading voice for the worldwide car culture, representing over 7,000 member companies that create, buy, sell, and use specialty-automotive parts that make vehicles more unique, attractive, convenient, safer, fun, and even like new again. Business member benefits include product development resources, market research, networking, education, legislative advocacy and more. The Association organizes the annual SEMA Show in Las Vegas and actively supports the career and business opportunities that the aftermarket generates. The industry contributes nearly $383 billion in economic impact to the U.S. economy, supports 1.25 million jobs nationally, and generates nearly $53 billion in parts sales annually. For more information, visit www.sema.org.