2027

ADVOCACY AGENDA











SEMA SPECIALTY EQUIPMENT MARKET ASSOCIATION

PRI PERFORMANCE RACING INDUSTRY

In 2027, SEMA, along with its Performance Racing Industry (PRI) and Off-Road Business Association (ORBA) subsidiaries, will continue its robust advocacy strategy at the state and federal levels to advance the issues that impact our automotive aftermarket member businesses and the millions of enthusiasts who love the automotive lifestyle.

RIGHT TO MODIFY: Ensuring the Sustainability of the Automotive Aftermarket Industry

SEMA is building champions at the national level to enshrine the right to modify into law.

In 2027, SEMA will continue its work to ensure that there are protections in place to ensure vehicle owners can safely modify their vehicles to suit the needs of their families and businesses to improve their vehicles' performance, safety, and look.

$48,855

Average transaction price of a new car in the U.S.

(Source: KBB)

RIGHT TO RACE: Protecting Racetracks and the Future of Motorsports

In 2027, SEMA and PRI will build on the success of our "Right to Race" campaign to ensure racetracks do not face frivolous nuisance complaints and lawsuits that threaten their viability. At the federal level, efforts will continue to best position racetracks for success in today's economy, including tax incentives and other policies that enable small businesses to thrive.

-25%

Decline in the number of U.S. motorsports facilities in the 21st century

(Source: PRI)

RIGHT TO PRESERVE: Sharing Our Automotive Heritage with the Next Generation

SEMA continues to defend the rights of classic car owners and enthusiasts against state-level policies that impose unreasonable restrictions on older and modified vehicles. Our Leno's Law victory in California reaffirms that SEMA can build the necessary coalition to pass the most difficult laws on behalf of preserving our automotive heritage.

1,700

Number of letters sent by California's lowrider community in support of Leno's Law

RIGHT TO EXPLORE: Keeping America's Public Lands Accessible for Motorized Recreation

SEMA and ORBA are telling the story of the off-road community, highlighting the immense cultural and economic impact of motorized recreation on local economies and communities as we advocate for motorized access to public lands. We will continue to lead at the federal and state levels, engaging with stakeholders — including the U.S. Department of the Interior and its Bureau of Land Management — to ensure fair usage policies that balance recreation with land stewardship, along with fair usage and training policies that prevent encroachment on recreation. Additionally, powersports is an important new segment for advocacy, including state-based efforts to develop liability frameworks and inherent risk law that encourage legal recreation while acknowledging the natural and unavoidable risks of these activities.

+850,725

Increase in motorcycles in the U.S. from 2018-2023

(Source: FIA)

RIGHT TO BUILD: Ensuring America's Skilled Workers, Small Businesses, and Domestic Manufacturers can Thrive

Domestic manufacturing is at the heart of our automotive aftermarket industry and powered by our skilled workforce. SEMA will push at the federal level for policies that allow our nation to harness this potent competitive advantage and increase opportunities for the next generation of workers to find good-paying careers in the trades. Additionally, for aftermarket businesses to succeed, they need to get their products to market. SEMA (through its relationships with the EPA and CARB) and its Garage program (via SEMA Certified-Emissions) will continue to pursue new pathways for emissions-related products to show compliance with federal and state laws.

20,780

Shortfall of automotive technicians based on expected demand

(Source: TechForce Foundation, 2026 Supply, Demand & Opportunity Report)

RIGHT TO CHOOSE: Protecting Consumer Choice in the Automotive Space

Consumer choice is the means by which we ensure that working families, business owners, and everyday recreationalists can live their best lives through their cars and trucks. SEMA will continue to protect a robust automotive marketplace in the U.S.; we want to ensure consumers have their pick of all types of vehicles and aftermarket parts suited for all kinds of uses.

50X More

Number of U.S. jobs accessible by car than by public transportation

(Source: FIA)

CAN'T ATTEND?

Members are always welcome to visit Washington, D.C., learn about our issues, and join the Government Affairs teams during meetings with their lawmakers on Capitol Hill.

SEMA & PRI PAC

Political action committees enable trade associations and other groups to support candidates who align with their interests and educate voters on important issues.
Visit semapac.com to learn more.

SEMA ACTION

SEMA Action mobilizes the automotive aftermarket industry and the nation's 70 million automotive enthusiasts to protect automotive freedom, help small businesses thrive, and level the playing field for domestic manufacturing.
Visit semahq.org to get involved and follow us on social media at @semaaction.

GET INVOLVED

2027 D.C. RALLY

Join SEMA in May 2027, for our D.C. Rally. This is an impactful in-person event where we drive home our important issues with lawmakers and their staff. We're on the radar of D.C.'s movers and shakers, making this your best opportunity to introduce our industry to Congress's newest members.

RESOURCES

www.sema.org

Learn about our industry's advocacy issues at sema.org/advocacy, with important information and resources on our key advocacy issues. Be sure to check your inbox for the latest advocacy news in the SEMA and PRI electronic newsletters.

SEMA GARAGE
The SEMA Garage gives our Government Affairs team what it needs to advocate for the industry with policymakers, turning hands-on testing and research into a sophisticated, evidence-based public policy strategy.
Visit www.semagarage.com to learn more.

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SEMA Specialty Equipment Market Association
PRI Performance Racing Industry