

THE SEMA-FIA PARTNERSHIP



We're bringing the world's largest voice in automotive policy together with the largest group of automotive enthusiast companies in the U.S. to advocate on issues critical to all who celebrate the human passion, creativity, and innovation both organizations empower.

This thrilling new partnership gives SEMA a global footprint, provides our member businesses with access to global research assets and new marketplaces, and strengthens our mission of fostering the success of the automotive aftermarket in Washington, D.C., during a watershed technological moment in industry history.

While the FIA is known best for its role presiding over Formula One (F1) racing, the organization has a widespread and impactful voice in automotive policy — especially in automotive safety policy.

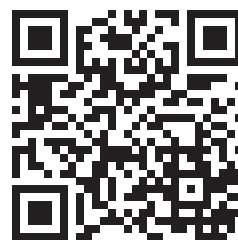
SEMA members will reap significant benefits from this relationship, here and abroad:

IN THE U.S.

- ✓ Raising profile and reach of both organizations in Washington, D.C., at a critical time in the development of advanced driver assistance systems (ADAS) and autonomous vehicle (AV) technologies on issues such as safety, innovation, calibration, and tariffs
- ✓ Attracting new congressional champions for both organizations
- ✓ Raising our profile and reach in U.S. non-governmental organizations that influence automotive policy
- ✓ Accessing global lobbying teams, testimony, experts, and academics in other countries who can help support policy objectives both in the U.S. and abroad
- ✓ Increasing traditional and social media reach
- ✓ Leveraging unique access to millions of road users worldwide for policymaking and business
- ✓ Networking through regional auto clubs to create connections for SEMA members who wish to do global business, including regional OEM relationships
- ✓ Assistance in securing funding for projects related to the mission of advancing mobility, automotive safety, tourism, and related advocacy (including testing, whitepapers, and events)
- ✓ Increasing audience for engagement and attendance at the SEMA Show

GLOBALLY

- ✓ Leveraging unique access to millions of road users worldwide to drive change in international policy
- ✓ Representation in key international forums, including UNECE Working Parties and COP, enabling active influence of global standards and policies
- ✓ For SEMA members, expanded access to the global marketplace, as along with groundbreaking research and other key resources important to new product development and sales
- ✓ Access to grants funded by the FIA Foundation
- ✓ Connection to FIA members through a unique, global network to share experience, collaborate on solutions, and drive mobility innovation
- ✓ Access to FIA University to deliver valuable knowledge through research and education, and Member Clubs' expertise, advancing the development of new technologies, including safety tech



For more information, visit
www.sema.org/advocacy/mobility