WHERE THE GLOBAL FLEET COMMUNITY CONNECTS

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HILTON MIAMI DOWNTOWN
MIAMI, FL
Case Study: How Fleet Data Ownership is Changing

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Global Alliance for Vehicle Data Access (GAVDA)
PRESERVING THE RIGHT OF FLEET OWNERS TO CONTROL AND ACCESS DATA GENERATED BY THEIR VEHICLES
GAVDA – WHO?
GAVDA – WHEN AND WHY?

• Started in 2016 – ACEA’s “Extended Vehicle”
• ACEA Membership Includes All Major Light- and Heavy Duty OEMs
• Lock Down Data, Proprietary Cloud, B2B Licenses (Stated Rationale – Cybersecurity)
• Vehicle Data Access Debate in E.U., Canada, U.S.
• GAVDA Expanded in 2018
• GAVDA Exploding Globally in 2019
GAVDA – WHAT IS AT STAKE?

• Real-Time, Bi-Directional Access to Your Vehicle’s Data
• Current Uses for Data:
  – Maintenance;
  – Logistics and Fleet Management;
  – Safety and Operator Performance;
  – The Future of Your Fleet?
• OEMs’ Position:
  – “Tell us what data you need and maybe we’ll give it to you” -- 2018
  – “You don’t really need it real-time, right? We’ll hold if for you and provide it with a 24 hour delay” -- 2019
GAVDA – PROTECTING

- Property Rights – If Fleet Purchases Vehicle, Fleet Owns Data
- Competition – If OEMs Vertically Integrate and Have Data Monopoly, Competition Disappears
- Consumer Protection – If Competition Disappears, Consumer (Fleet) Choice Suffers
- Safety – Without Data Access, Safety Disappears
- Cybersecurity – Closed Systems Most Vulnerable
## DATA ACCESS ADVOCACY EXAMPLE:
### U.S. VEHICLE DATA ACCESS COALITION

| American Automotive Leasing Association | National Motor Freight Traffic Association |
| American Bus Association | Owner-Operators Independent Drivers Association |
| American Car Rental Association | Telematics Industry Association |
| American Property Casualty Insurance Association | Truck Renting and Leasing Association |
| American Trucking Associations |  |
| Auto Care Association | eDriving |
| Automotive Aftermarket Suppliers Association | Geotab, Inc. |
| Automotive Fleet and Leasing Association | GPS Insight |
| Automotive Service Association | LKQ Corporation |
| Coalition of Auto Repair Equality | Lytx |
| Coalition for Smarter Transportation | Privacy4Cars |
| Consumer Action | Recall Masters, Inc. |
| NAFA Fleet Management Association | Safelite Group, Inc. |
| Nat. Association of Mutual Insurance Companies | UPS |
| National Consumers League |  |
U.S. VEHICLE DATA ACCESS COALITION

- Promoting Vehicle Data Access Legislation on Capitol Hill
- Based on 2015 EDR Law
- Vehicle Owners/Fleets Control Access to Data
- Preserves Rights of OEMs to Safety and Operational Data
- Prevents Harvesting and Commercialization of Vehicle Fleet Data
WANT TO WORK WITH GAVDA?

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• Questions or Comments?

• Thank You!