



January 27, 2026

Dear Members:

What a year 2025 was! SEMA and PRI were victorious in our fight to preserve vehicle choice, protected your ability to access public lands in your vehicles, and launched a new effort to keep racetracks open and profitable for the next generation of motorsports enthusiasts.

But there's no time to rest on our laurels: SEMA and PRI are gearing up to again deliver the advocacy that the automotive aftermarket industry and grassroots racing community deserve.

If the past few years were our rebirth as advocates for the automotive aftermarket, 2026 is where we grow and flex.

We are entering a new election cycle, with the November mid-terms where control of Congress will be determined. We've established positive relationships with the current administration and congressional leadership, and we have momentum carrying us forward on important issues like the right to modify and land use. In the states, there's a thirst within the car culture to protect collectors' rights and save racetracks; we're taking on that mantle in bigger, bolder ways.

We're going to continue to be a voice for small businesses and a champion of innovation. We'll continue pushing for government policies that aid, not hinder, your ability to bring your great products to market. We'll remain a voice of freedom and evangelize on the ways our nation's car culture is special and worthy of protection.

To help map the road ahead, we're including SEMA and PRI's 2026 advocacy agenda. Like last year, this is your baseline for our issues and where our Government Affairs team is focusing.

Our issues are bound to evolve; new ones will emerge. But rest assured, we're engaged in every way. We encourage you to remain connected to our work through SEMA and PRI News and our other communications platforms like SEMA Action (www.semahq.org).

Share this agenda, get involved in the issues that matter most to you, and don't hesitate to reach out when you have a question or concern. Our advocacy is stronger when you're engaged, and we're excited to be on this journey together.

Sincerely,

Mike Spagnola
President C CEO

Karen Bailey-Chapman
Sr. Vice President, Public C Government Affairs