



TO: Joint Committee on Transportation Chairs Rep. McKeown and Sen. Beyer

RE: HB 3152A Support

Vitu is the leading Vehicle-to-Government (V2Gov) technological innovator transforming interactions between the private sector and government agencies. Focused on developing innovative process management solutions, including electronic registration and titling platforms, Vitu partners with state agencies and businesses in several states across the United States.

In Oregon, Vitu contracts with DMV and auto dealers to ensure registration and titling for car purchases occurs in real time. Vitu is an “authorized integrator” with most of the Oregon Dealers and uses this integration to allow Dealers to process their title and registration work electronically.

At the time of a vehicle sale, auto dealers collect information from consumers. The information is then entered in the Dealer Management System (DMS) at which point, the Oregon auto dealer no longer controls the use of the data as DMS companies take control of Oregon consumer data. They then require that only integrators they authorize, and pay whatever fees they may set, may have access to the data.

The two largest DMS providers, CDK and Reynolds and Reynolds, maintain approximately 80% of the market share for these services. It’s no coincidence that with their control of the market and dealer data, they have coordinated to increase the cost of data exponentially in the last few years. And because dealers’ authorized integrators costs are passed on to the auto dealer, ultimately, the increased costs will be reflected in the price consumers pay.

HB 3152A would change this practice. If passed, when data is transmitted to a DMS, the Oregon auto dealer would control the use of their customers’ data. The bill sets standards for data integration by adopting the STARS standard for data security and privacy and allows the DMS companies to charge a fee for the service but no longer charge a fee for the data.

Finally, you will hear arguments about data security and inadequate safeguards in place for vendors like Vitu, yet the two major DMS providers have no minimum security certification requirement to join their integration programs. Vitu takes consumer protection seriously and maintains SOC 1,2 and 3 certifications for privacy and data security.

The DMS providers argument that their practices protect privacy and security are specious at best. They are merely using their power in the market to sell dealer and consumer data.

Thank you for your consideration and I respectfully request your yes vote.

John Brueggeman – CSO

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