



March 17, 2025

Representative
State Capitol
Salem, OR

Re: Opposition for HB 3875 – Data in Motor Vehicles

Dear Representative:

The Alliance for Automotive Innovation¹ opposes HB 3875 which creates a new requirement under the current privacy law.

This bill would amend Oregon's comprehensive privacy law to eliminate the existing volume-based exemption for small automakers and affiliates. As far as we can determine, there is no demonstrated need for amending the law to remove the exemption. It is unclear why small automakers and their affiliates should be treated any differently than other entities under Oregon law. The rationale for the current legal exemption holds for these small automakers as it does for any other low-volume data entity.

For these reasons, the Alliance for Automotive Innovation opposes HB 3875.

If you have any questions or comments regarding the Alliance for Automotive Innovation's position, please contact me at caugustine@autosinnovate.org or Drew Hagedorn, the Auto Innovators' legislative representative, at (503) 380-1075 or drew.hagedorn@tonkon.com. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Curt Augustine". The signature is fluid and cursive, with the first name "Curt" and last name "Augustine" clearly distinguishable.

Curt Augustine
Senior Director, State Affairs
Alliance for Automotive Innovation

¹ **About Alliance for Automotive Innovation:** From the manufacturers producing most vehicles sold in the U.S. to autonomous vehicle innovators to equipment suppliers, battery producers and semiconductor makers – Alliance for Automotive Innovation represents the full auto industry, a sector supporting 10 million American jobs and five percent of the economy. Active in Washington, D.C. and all 50 states, the association is committed to a cleaner, safer, and smarter personal transportation future. www.autosinnovate.org.

The Alliance for Automotive Innovation represents the following auto manufacturers; BMW Group, Ferrari, Ford, General Motors, Honda, Hyundai, Isuzu, Jaguar/Land Rover, Kia, Mazda, McLaren, Mercedes-Benz, Mitsubishi Motors, Nissan, Porsche, Stellantis, Subaru, Toyota, VinFast, Volkswagen, and Volvo.