

From the desk
of State Rep.
Brian Clem
Brian Clem

Vote “Yes” on HB 3152 B

HB 3152 B comes to you with a unanimous YES vote
from the Joint Committee on Transportation.

WHY IS HB 3152 B NEEDED?

Today, the two largest Dealer Management System providers maintain approximately 80% of the market share for these services. With this increased control of the market and dealer data, local auto dealers have lost control and their vendor partners have been exposed to exorbitant fees or profit sharing demands...just for trying to comply with the contracted services auto dealers, and Oregon consumers, rely on.

WHAT DOES HB 3152 B DO?

HB 3152 B makes important changes to these practices by returning control of their consumer data back to the local dealer. Going forward, when data is transmitted to a DMS, the Oregon auto dealer will be able to authorize release of the consumer data necessary to execute their daily duties, for example, complete vehicle registration and titling. The bill also prohibits an additional fee for transfer of the data the dealer has provided, and already paid for. Finally, HB 3152 B makes it clear that all entities touching consumer data are required to meet data security standards and that liability for protection of consumer data is still intact under Oregon’s data breach laws.

ABOUT VITU: Vitu is the leading Vehicle-to-Government (V2Gov) technological innovator transforming interactions between the private sector and government agencies. 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.

QUESTIONS? Contact the Vitu or the Oregon Auto Dealer lobby team:

Angi Dilkes, Vitu
Amanda Dalton, Vitu
Laura Curtis, Vitu
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Bill Perry, OADA

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