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803 7th Street N.W., Suite 300 | Washington, DC 20001

202.326.5500 | www.autoalliance.org

February 11, 2019

Hon. Angela Williams, Chair
Senate Committee on Business, Labor & Technology
Colorado State Capitol
200 E Colfax Avenue
Denver, CO 80203

RE: Support SB 90 – Peer-to-Peer Car Sharing

Dear Chairwoman Williams:

On behalf of the Alliance of Automobile Manufacturers (Alliance), I am writing to you today in support of Senate Bill 90, which seeks to regulate newly formed peer-to-peer vehicle sharing companies. The Alliance is a trade association representing twelve of the world's leading car and light truck manufacturers, and is comprised of BMW Group, FCA US LLC, Ford Motor Company, General Motors Company, Jaguar Land Rover, Mazda, Mercedes-Benz USA, Mitsubishi Motors, Porsche Cars North America, Toyota, Volkswagen Group of America, and Volvo Car USA. Together, Alliance members represent 70 percent of new motor vehicle sales in the United States.

Peer-to-Peer car sharing programs provide vehicle owners an opportunity to maximize their investment in a vehicle. These programs provide an alternate source of revenue by sharing that vehicle on a car sharing platform. Such programs promote maximum utility for personal vehicles that may sit unused for hours, days, or weeks at a time. At the same time, Peer-to-Peer car sharing can offer a convenient and economical transportation option in underserved communities with limited access to public transportation or rental car services.

This is a completely new and emerging concept. At this time, it is unclear how readily vehicle owners will warm to this idea and what sort of consumer acceptance such a program will have among users. The Alliance encourages policymakers to resist being too proscriptive or prescriptive of emerging technologies and mobility efforts, and instead approach the debate with a light touch when defining the scope of regulation, so as not to stifle innovation or limit options for citizens. However, Alliance members do not object to all regulation and we support the regulatory framework presented in Senate Bill 90.

Thank you in advance for your consideration of our views. Please do not hesitate to contact me directly if I can answer any questions or provide further information.

Sincerely,

Leighton Yates
Senior Manager, State Affairs

CC: Senator Ray Scott; Senate Committee on Business, Labor & Technology