



TAKE ACTION: Urge Lawmakers to Reject SB 986

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The California New Car Dealers Association (CNCDA) **STRONGLY OPPOSES** Senate Bill 986 (Umberg). The bill would require new car dealers – not manufacturers – to mark catalytic converters with VIN numbers, a time-consuming and costly process that places a massive burden on dealers.

This unworkable policy will not address rampant catalytic converter theft, and California consumers will ultimately bear the costs. **SB 986 is BAD for dealers and BAD for California consumers!**

Call & Text Your Member

Urge your legislator to REJECT SB 986 by calling them today: <https://p2a.co/IOzn0y1>

If you have a personal relationship with your local legislator, text and call them directly. A sample text message and call script are provided below.

CALL SCRIPT:

- Hi, my name is XXX, and I am calling to ask Asm. XXX to OPPOSE SB 986 (Umberg).
- I am the owner of DEALERSHIP NAME in Asm. XXX's District.
- SB 986 is unworkable, overly broad and a serious burden on new car dealers.
- The bill will not stop catalytic converter theft while driving costs up for consumers.
- Please urge the Assemblymember to vote NO on SB 986 when it's taken up on the floor.
- Thank you!

SAMPLE TEXT:

- Hi Asm. XXX, this is XXX from DEALERSHIP NAME. Please OPPOSE SB 986. This bill is unworkable and costly. SB 986 will not stop catalytic converter theft but it will drive up costs for consumers. Please vote NO on SB 986 when it's taken up on the floor.

Amplify #RejectSB986

Provided below are sample social media posts for Twitter. When posting, please consider:

- Using #RejectSB986 and #CALeg hashtag on all content and tagging your legislator.
- Sharing other dealer posts as a means of amplifying the message to your audience and followers.
 - Engage with other dealers by liking, retweeting, and sharing posts across different channels to increase engagement.

SAMPLE SOCIAL (TAGGING GOVERNOR & MEMBERS):

- [We or dealer acronym] strongly oppose #SB986 – this unworkable policy will not prevent rampant #catalyticconverter theft & CA consumers will ultimately bear the costs. SB 986 is bad for California! #CALeg @CAGovernor @Rendon63rd
- As a local dealer, [we or dealer acronym] strongly urge [INSERT ASM HANDLE] to #RejectSB986! This unworkable policy will not prevent #catalyticconverter theft, is a serious burden on new car dealers and will cost CA consumers. We urge #CALeg to reject SB 986!
- SB 986 is costly for CA consumers & will not address #catalyticconverter theft. This unworkable, scattershot approach is NOT the solution. #RejectSB986 for CA consumers! #CALeg @CAGovernor @laurafriedman43 @ChrisHoldenNews @AsmRobertRivas @AsmBlancaRubio
- SB 986 is overly broad, unfocused and places a serious burden on new car dealers. It also will not prevent rampant #catalyticconverter theft. #CALeg #RejectSB986 @CAGovernor @AsmBlancaRubio @laurafriedman43 @ChrisHoldenNews @Rendon63rd
- SB 986 is an unworkable, scattershot policy that will not address catalytic converter theft. We urge #CALeg to #RejectSB986! @CAGovernor @AsmBlancaRubio @laurafriedman43 @ChrisHoldenNews @AsmRobertRivas