

MOBILE ELECTRONICS & SECURITY FEDERATION

CAMPAIGN FOR CHOICE

Choice is a freedom we now expect as a right.

In recent years we, as consumers – individuals or businesses, have become used to the freedom of choice in areas of our daily lives where previously we had none. We enjoy the ability to choose who supplies us with electricity, gas and our telephone service. We can choose how we want our health care provided. Insurance services are now no longer supplied exclusively by brokers; we can choose to buy on-line by telephone or internet, at supermarkets and the Post Office; we are free to choose how we buy it. In fact, the dismantling of monopolies, the encouragement of competition and increasing the provision of choice was a policy introduced by the Thatcher Government and is now carried on under Prime Minister Blair.

The Mobile Electronics and Security Federation is the vehicle enhancement industry's trade association and is working to remove any restrictions to freedom of choice imposing on this sector's businesses and customers, through its

CAMPAIGN FOR CHOICE.

Areas of immediate concern to the MESF include:

- ☒ The restriction by the insurance industry and others of the regulation and accreditation of installation businesses and installers engaged in the supply and/or installation of products and devices and the provision of services.

YOU SHOULD HAVE THE FREEDOM TO CHOOSE WHO SUPPLIES AND FITS YOUR VEHICLE SECURITY

- ☒ The restriction by the insurance industry and others of the validation of certificates issued as part of the process of the supply and/or installation of products and devices and the provision of services.

YOU SHOULD HAVE THE FREEDOM TO CHOOSE WHO SUPPLIES AND FITS YOUR VEHICLE SECURITY

- ☒ The strategy of using the threat of withdrawing warranty support from vehicles to which products and devices, other than those included in the manufacturer's options and accessories list, have been installed to prevent them being chosen by consumers.

YOUR NEW VEHICLE WARRANTY SHOULD BE UNAFFECTED WHEN YOU EXERCISE YOUR FREEDOM TO CHOOSE THE NEWEST, MOST UP-TO-DATE PRODUCTS AND SERVICES FOR YOUR VEHICLE

- ☒ The strategy of designing and manufacturing vehicles so that products and services other than those included in the manufacturer's options and accessories list, which are installed by

businesses not part of the manufacturer's dealer network cannot be chosen by consumers.

YOUR FREEDOM TO BUY AND FIT THE LATEST PRODUCTS AND SERVICES TO YOUR VEHICLE SHOULD NOT BE BLOCKED BY THE VEHICLE MAKERS

- ☒ The procedure for accessing from vehicle manufacturers, vehicle specific information to facilitate the installation of products and services and the provision of services by businesses not part of the manufacturer's dealer network.

YOUR FREEDOM TO BUY AND FIT THE LATEST PRODUCTS AND SERVICES TO YOUR VEHICLE SHOULD NOT BE BLOCKED BY THE VEHICLE MAKERS

- ☒ The possible government imposition of registration and licensing for individuals and businesses servicing and repairing motor vehicles. The MESF will work to ensure that vehicle enhancement businesses and technicians will not be excluded from registration and licensing and those consumers seeking vehicle enhancements will not be restricted to vehicle manufacturer's own products and their dealer networks.

YOUR FREEDOM TO BUY AND FIT THE LATEST PRODUCTS AND SERVICES TO YOUR VEHICLE SHOULD NOT BE BLOCKED BY THE VEHICLE MAKERS OR THE GOVERNMENT

BY EXERCISING YOUR FREEDOM TO CHOOSE YOU WILL ENJOY THE NEWEST, MOST UP-TO-DATE PRODUCTS AND SERVICES AND GET BETTER VALUE FOR YOUR MONEY ON PURCHASES AND THEIR INSTALLATION.

The MESF's CAMPAIGN FOR CHOICE is already supported by individuals and businesses from sole traders to manufacturers.

The CAMPAIGN FOR CHOICE has already achieved success by obtaining from the Society of Motor Manufacturers and Traders (the vehicle manufacturers' trade association) a statement establishing that it is unreasonable for vehicle manufacturers to withdraw warranty support from vehicles to which products and devices, other than those included in the manufacturer's options and accessories list, have been installed if the fitting of that equipment has not introduced a defect where none previously was present. All MESF Approved Installation Specialists have a copy of the SMMT statement to produce if they or their customers are subjected to misleading warranty information from vehicle dealerships.

The MESF is currently in negotiation with a number of organisations involved with vehicle security devices to give installation businesses and installers a choice of accreditation bodies and certificate issuers. This will also give consumers greater freedom in choosing a supplier or remaining loyal to an existing relationship with a supplier. In support of this, the government agency VOSA accepts installation certificates for Enhanced SVA security

installations from MESF Approved Installation Specialists as well as VSIB members.

THE CAMPAIGN FOR CHOICE is part of the MESF's commitment to ensure that the independent suppliers and installers in this industry have a future through equality with franchised dealers and national companies in business opportunities, worker skills and consumer appeal.

You can participate in the CAMPAIGN FOR CHOICE and support the MESF by completing, signing and returning the Support Form. You can strengthen your support by contributing and joining us in one of the membership grades available to you whether you are a consumer, a technician or a business.

Exercise YOUR FREEDOM OF CHOICE now by choosing to take part in the CAMPAIGN FOR CHOICE.

OPEN THE CAMPAIGN SUPPORT FORM

SUPPORT THE
MESF
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CAMPAIGN FOR
CHOICE