



January 27, 2026

Hon. John Hunt, Chairman  
House Committee on Commerce and Consumer Affairs  
Legislative Office Building  
107 North Main Street  
Concord, NH 03301

**RE: Oppose – House Bill 1041 – Direct Sale of Automobiles**

Dear Chairman Hunt and Members of the Committee:

On behalf of the Alliance for Automotive Innovation<sup>1</sup> (Auto Innovators), I am writing to express our opposition to House Bill 1041, legislation which would repeal an existing statutory prohibition on automakers competing with their franchisees by owning a dealership in New Hampshire. Auto Innovators supports the franchise system. It has worked well for manufacturers, dealers, and consumers for generations. The state should require all manufacturers to sell through franchised dealers because playing by the same set of rules is what is fair to competitors and consumers.

Automakers have made large investments in the franchise model. Indeed, state law encouraged that investment because it has long required distribution exclusively through franchised dealers. This legislation would differentiate between manufacturers that have made large investments in the franchise model (and entered into long-term contracts with dealers) and those who are recent market entrants and have not. The only way to be fair is to require all manufacturers to distribute vehicles through the franchise system. Both consumers and automakers benefit from having all competitors compete under the same set of rules without state law playing favorites.

Auto Innovators appreciates the General Court's attention to the automobile industry and efforts to improve the consumer experience. However, we respectfully submit that HB 1041 would hurt, rather than help, the industry, and therefore we must respectfully ask for your opposition to the proposed legislation.

Thank you in advance for the consideration of these views. Should you have any questions, or if I can provide any additional information, please do not hesitate to contact me at [wweikel@autosinnovate.org](mailto:wweikel@autosinnovate.org).

Sincerely,

A handwritten signature in blue ink that reads "Wayne Weikel".

Wayne Weikel  
Vice President, State Affairs

cc: Members, House Committee on Commerce and Consumer Affairs

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<sup>1</sup> 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 overall 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](http://www.autosinnovate.org).