



April 3, 2025

The Honorable Glenn Youngkin  
Governor of Virginia  
P.O. Box 1475  
Richmond, VA 23218

Dear Governor Youngkin,

On behalf of the members of Alliance for Automotive Innovation<sup>1</sup> (Auto Innovators), I am writing to express our appreciation for signing House Bill 2096 to establish the Intelligent Speed Assistance (ISA) Program in Virginia.

This forward-thinking legislation demonstrates your commitment to enhancing road safety using common sense tools to facilitate enforcement of the law. Auto Innovators expects the ISA Program will lead to the reduction of speed-related incidents across the Commonwealth. Speeding contributes to nearly one-third of the fatalities on our roadways, and this legislation provides a blueprint for other states to follow when addressing excessive and reckless driver behaviors.

Virginia's ISA Program introduces a proactive approach to combatting reckless driving by offering driver enrollment in the program as an alternative to license suspension for excessive speeding and reckless driving-related offenses. Offenders have the option to integrate certified technologies in their vehicles to assist them in adhering to legal speed limits. This approach allows convicted Virginia drivers with an opportunity to correct their behavior while maintaining their mobility and supports enforcement of the law. The inclusion of penalties for tampering with the ISA system reinforces the integrity of this initiative and further supports compliance. The overall program is balanced to promote safer driving habits and underscores the seriousness with which Virginia addresses hazardous driving behaviors. We applaud you.

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<sup>1</sup> Auto Innovators represents the full auto industry, including the manufacturers producing most vehicles sold in the U.S., equipment suppliers, battery producers, semiconductor makers, technology companies, and autonomous vehicle developers. Our mission is to work with policymakers to realize a cleaner, safer, and smarter transportation future and to ensure a healthy and competitive auto industry that supports U.S. economic and national security. Representing approximately 5 percent of the country's GDP, responsible for supporting nearly 10 million jobs, and driving \$1 trillion in annual economic activity, the automotive industry is the nation's largest manufacturing sector.

Your leadership in enacting this legislation positions Virginia at the forefront of utilizing innovative and targeted solutions to tackle traffic safety challenges. The delayed effective date of July 1, 2026, allows ample time for the related infrastructure and public awareness campaigns to be developed, ensuring a smooth implementation of the program. Once again, Auto Innovators commends you for this significant automotive safety achievement.

Sincerely,

A handwritten signature in blue ink, appearing to read 'John Bozzella', with a stylized, cursive script.

John Bozzella  
President and CEO  
Alliance for Automotive Innovation