PRESS RELEASE

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DRIVING FORCE ACTION LAUNCHES SIX-FIGURE AD BUY IN BATTLEGROUND STATES

Washington, D.C. (September 23, 2026) Driving Force Action, a project of the Specialty Equipment Market Association (SEMA), today launched a **six-figure independent expenditure** advertising campaign supporting four congressional candidates in the battleground states of **Michigan**, **Pennsylvania**, and **Wisconsin**.

The ads are running on streaming and over-the-top platforms in support of **Rep. Mike Rogers** (U.S. Senate candidate in Michigan), **Rep. Tom Barrett** (U.S. House candidate in Michigan), **Rep. Ryan Mackenzie** (U.S. House candidate in Pennsylvania), and **Rep. Derrick Van Orden** (U.S. House candidate in Wisconsin).

“We’re hearing a lot about who the best choices are to manage our nation’s economy, and it’s critical this year that voters know about the candidates who have real track records of fostering small business success, promoting American manufacturing, and protecting automotive liberty,” said **Lauren Wilbor, national spokesperson for Driving Force Action**. “Driving Force Action has a message for voters: don’t be fooled by those who would tax and regulate their way toward stifling American prosperity in the name of progress.”

The Ads

- **MICHIGAN:** **Mike Rogers** champions Michigan manufacturing and jobs (:30 seconds)
- **MICHIGAN:** **Tom Barrett** supports Michigan manufacturing growth (:30 seconds)
- **PENNSYLVANIA:** **Ryan Mackenzie** strengthens Pennsylvania’s small business economy (:30 seconds)
- **WISCONSIN:** **Derrick Van Orden** fights to protect Wisconsin racetracks (:30 seconds)

The Spend

The ad buy is part of a broader, initial $400,000+ campaign, and will include broadcast television, connected TV, and digital advertising to reach voters in support of candidates who support domestic manufacturing, automotive liberty, and the skilled trades.

ABOUT DRIVING FORCE ACTION

Driving Force Action is an independent expenditure-only political committee and a nationwide alliance of gearheads, car enthusiasts, and small automotive businesses united to defend Americans’ freedom

to drive. The organization advocates for policies and candidates who support automotive freedom, consumer choice, and the preservation of car culture across the United States. Driving Force Action makes independent expenditures to support or oppose federal candidates and operates independently of any candidate, campaign, or political party. To learn more, visit www.drivingforceaction.org.

Driving Force Action does not coordinate its activities with candidates or political committees.

Paid for by Driving Force Action (www.drivingforceaction.org) and not authorized by any candidate or candidate's committee.

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