

**Subject:** Right to Repair Update

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**Received(Date):** Sat, 30 Mar 2019 15:17:06 +0000

**To:** "Steve Dowling" [Confidential]

**Cc:** "Kristin Huguet" [Confidential], "Keri Fulton"

[Confidential]

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Dowling,

In addition to the Genuine Parts Purchaser program detailed in the leak to Motherboard yesterday, iMac manuals became available on [Apple.com](http://Apple.com) on Wednesday without any sort of clearance. This follows a roll out earlier this month on a repair policy change allowing AASPs to repair iPhones that have non-Apple replacement batteries that also was not flagged for PR.

Right now, it's pretty clear things are happening in a vacuum and there is not an overall strategy. Plus, with one hand we are making these changes and the other is actively fighting Right to Repair legislation moving in 20 states without real coordination for how updated policies could be used to leverage our position.

Here's a quick rundown with a few more details of what we know about:

- **Genuine Parts Repair:** The program that leaked to Motherboard is in its early stages with 12 repair companies in Europe or Asia offering Apple authorized products for out of warranty repair and about 60 more in the works; including several in the US. Unlike AASPs, we're not managing these companies but they have access to our parts, tools and trainings. Originally, we thought it made sense to roll out in early fall once there was a US business on board.
- **Manuals:** The Environmental Technology team who manages the EPEAT certification process posted the iMac repair manuals this week with plans to release manuals for Macs and portable products in May or June and a desire to release an iPhone repair manual at some point. The team failed to receive any clearance across the various teams. Sandy Green thinks we should consider taking down the manuals; however, we think it's important to have a decision about what our strategy is and execute against that direction. We have one reporter inquiry from a freelancer who writes for iFixit and has had pieces run in the New York Times and Popular Science.
- **Mobile Repairs:** Later this fall, AppleCare is planning to roll out a new service that will bring repairs directly to customers. This will be through Verizon or another business with large reach and will include authorized parts.

We've engaged across teams and it's clear no one is on the same page and have a different version of events. We are working to schedule a meeting with AppleCare, PM, GA for early next week to see if there are answers to these questions so we can figure out the right messaging and PR strategy:

- What is our repair strategy?
- Do we believe it's important to get ahead of any additional regulations about repair options in Europe or right to repair legislation in the US?
- Are we comfortable releasing our repair manuals for all products moving forward?
- Do we want to promote the Genuine Parts Repair program as part of our ongoing effort to give our customers more choices?
- How should our public position on Right to Repair change to take into account the updates we are making — should we connect the dots or try to keep everything separate?

Lori