



Dear MEMA Members,

At a press conference early this evening, President Donald J. Trump announced the imposition of a 25% tariff on all vehicles imported into the U.S. In his comments, President Trump indicated the Executive Order would apply only to cars and light trucks, not medium- and heavy-duty vehicles. The President subsequently signed an Executive Order in the Oval Office to implement this tariff policy. He noted that there will be strong enforcement of this new tariff regime.

MEMA received a communication from the White House at 5:58 p.m. EDT and is reviewing the specific details and the particular scope of the tariffs; MEMA will provide more information, in the form of written analyses as well as briefings, to members as soon as possible. The communication does indicate that key automobile parts are included, "The 25% tariff will be applied to imported passenger vehicles (sedans, SUVs, crossovers, minivans, cargo vans) and light trucks, as well as key automobile parts (engines, transmissions, powertrain parts, and electrical key components), with processes to expand tariffs on additional parts if necessary."

The 25% tariff on vehicles will go into effect on or after 12:01 a.m. EDT on April 3, 2025. The date for the imposition of the tariffs on vehicle parts has yet to be defined but will not be later than May 3, 2025.

MEMA will convene a meeting of the Trade Working Group tomorrow, March 27, to review and discuss the announcement in more detail. Additional information, including the meeting invitation and agenda, will be shared with group members shortly.

Best regards,

Bill Long
President & CEO
MEMA, The Vehicle Suppliers Association