



Your challenge

Macroeconomic developments, new technologies and a stricter regulatory environment are driving unprecedented change in the auto industry.

The industry faces an exceptional number of disruptive trends and developments at the same time. While most vehicles today are equipped with combustion engines, many countries are already today restricting the use of diesel engines. Electric cars are becoming an important alternative. Studies expect that by 2030, 30 percent of vehicles placed on the market are electric vehicles and another 30 per cent are hybrid. This development poses major challenges for suppliers, OEMs and service providers. And it allows new entrants to shake up the existing markets by introducing innovative products and services.

At the same time, increasing customer expectations for digitization and automation are fueling further potentially disruptive changes, as traditional automotive companies and technology firms race for innovative designs and end products. Automated driving systems are being introduced into trucks, busses and passenger cars.

Automated driving is already starting to change the way how vehicles are being used. This development is further facilitated by the introduction of fully connected vehicles that provide all kinds of data and allow for the





introduction of new services, from predictive maintenance to convenience services. Such services will gain importance at the same speed the automated vehicle allows his driver and passengers to attend to other activities, from work to recreation. The new possibilities of digital information exchange will also facilitate sharing services, which is also about to cause a rapid change of consumer behavior.

All these development pose unprecedented commercial and regulatory questions. At the same time, auto industry players must continue to navigate existing regulatory risks, as governments take a more aggressive stance against anti-competitive mergers, abuse of dominant position, and price-fixing. Companies must also develop stronger compliance programs that address more stringent standards on gas emissions, product safety and fuel efficiency.

Our fluency

Capture greater value through pragmatic advice built on a deep understanding of the legal, regulatory, technical and financial aspects of your automotive business.

Baker McKenzie has traditionally a very strong automotive practice. We are advising large car manufacturers, international suppliers and service providers on matters of both local and international relevance.

Our multidisciplinary approach helps you adapt to changing rules and address risks efficiently, whether you're purchasing new assets, entering an unfamiliar jurisdiction, developing cutting-edge products or restructuring your operations. With over 300 corporate, tax, compliance, antitrust, environmental and disputes lawyers focusing on the automotive industry, we can advise on the full range of issues — from day-to-day sourcing and distribution to landmark deals as well as the legal implications and environmental cost of innovation.

We have extensive experience coordinating cross-border recall and remediation programs, and representing companies in product liability disputes and class actions in multiple jurisdictions. We can help you contain risks in investigations by antitrust and competition authorities, assist in the development of robust compliance programs, and align your corporate policies with regional emission and environmental standards.



Here are ways we help

Acquisitions, divestitures and joint ventures. We help our clients optimize value and mitigate risk in a broad range of automotive transactions, at all deal stages and across multiple jurisdictions.

Insolvency and distressed assets. We assist in managing risks involving shortages of liquidity and imminent insolvency, and advise on the acquisition and disposal of distressed assets.

Distribution and customer/supplier relations. We help automakers secure sound and flexible contractual relationships with key suppliers and customers, and optimize distribution processes.

Customs and trade regulation. We advise original equipment manufacturers and suppliers on complex customs rules, and secure favorable rulings and approvals for various business ventures. We also help them capitalize on favorable trade regimes.

Tax and transfer pricing. Our highly knowledgeable tax lawyers help develop defensible global tax planning and transfer pricing strategies, as well as manage foreign income tax, VAT and other requirements.

Moving production to low-cost jurisdictions. We help vehicle producers and automotive suppliers avoid pitfalls and optimize efficiencies when they establish or expand operations in strategic locations.

Labor and employee relations. We assist in planning and executing plant relocations, downsizing, outsourcing and insourcing, among others, to prevent sensitive labor and employment issues.

Antitrust. We advise clients on the application of the Motor Vehicle Block Exemption Regulation and similar legislation, and the redesign of distribution systems to prevent competition issues. We also assist in cartel and other antitrust investigations.

IP protection and licensing. We help protect IP assets through a comprehensive portfolio management system. We also advise on technology transfer and licensing transactions, conduct regular audits, and represent in contentious disputes.

Product liability and litigation. We work closely with government agencies and regulating bodies to secure the best possible results in the event of a product recall and other liability actions.

Outsourcing. We help our clients move engineering, IT, application development, call center and back-office functions to maximize cost savings and efficiencies.

Supply chain. We assist in synchronizing operational efficiencies, and in global and regional supply chain restructurings.

Environment and climate change. We help our clients comply with global and regional environmental standards such as emission rules, Chemical Products Regulation and the EU's End-of-Life Vehicle regulations.

Regulatory. We advise on privacy and data protection laws, road and safety rules, and other regulatory concerns. We also help clients develop effective compliance programs to meet requirements set by enforcement authorities.

Awards & rankings

Tier 1 for M&A in more than 10 jurisdictions

IFLR1000 2014-2016

Band 1 for Tax

Chambers Global 2016

Band 1 for Employment

Chambers Europe 2015-2016

Band 1 for Intellectual Property

Chambers Global 2009-2016

Tier 1 for Intellectual Property in 14 jurisdictions

Managing IP 2016

Tier 1 for Media, technology and telecoms - Technology: data protection and privacy

Legal 500 US 2016

Band 1 for Technology & Outsourcing

Chambers USA 2016

Tier 1 for Environmental

Legal 500 UK 2015

On the cutting edge

We deliver sharp, focused advice
to move your business forward

Baker McKenzie helps clients overcome the challenges of competing in the global economy.

We solve complex legal problems across borders and practice areas. Our unique culture, developed over 65 years, enables our 13,000 people to understand local markets and navigate multiple jurisdictions, working together as trusted colleagues and friends to instill confidence in our clients.

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