

## The Future of Mobility Series

### CONNECTED CARS AND AUTONOMOUS DRIVING

How to fully engage in mobility opportunities with strong legal support

2030 forecast: (source - McKinsey)



Share of electrified vehicles could range from 10 to 50 percent of new vehicle sales.



Up to 15% of new cars sold could be fully autonomous.



On-demand mobility and data-driven services could become a USD 1.5 trillion market

2023 forecast: (source - Gartner)



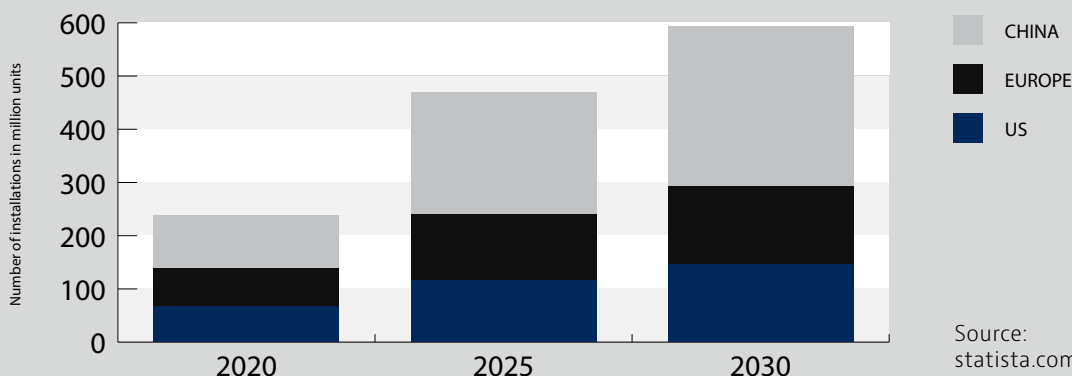
The international connected cars market is set to grow 270% by 2022 as more than 125 million vehicles, with embedded connectivity, are expected to be shipped by 2022. Source: Counterpoint.

With volume deployment of autonomous vehicles (AVs) in overdrive, automakers are upping their game fast to stay one step ahead of clients' expectations.

From automated driverless parking to the full range of integrated data innovations that open endless revenue streams to car manufacturers who successfully reincarnate into mobility service providers, the sky is - literally - the limit.

But with regulators having to play catch up with fast-moving technological progress and new commercial models, those growing their business within the connected transportation and ridesharing industry - as well as those impacted by it - need robust legal advice on technical standards, tax, safety, liability, and data protection amongst other legal considerations, which tend to significantly differ across the jurisdictions they cover.

### CONNECTED VEHICLE FLEET FROM 2020 TO 2030, BY KEY REGION



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## OUR EXPERIENCE

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Advised a global automotive manufacturer on **technology and data privacy** matters related to the global expansion of its in-vehicle services and the initial roll-out of these services in more than 60 jurisdictions across the globe.

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Advised a leading multinational telecoms company on **regulations, compliance and information technology** issues in a number of countries for their M2M offerings in the automotive, consumer electronics and healthcare industries.

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Advised an automobile manufacturer specializing in high-performance sports cars on the **regulatory requirements** for the roll-out of a connected car service. This included advice on the regulatory requirements in more than 40 jurisdictions.

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Advised a provider of global **data storage solutions** and technology on issues around the provision of IaaS (storage) services for one of the world's leading automotive manufacturers.

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Advised a leading provider of systems integration and outsourced technology services on issues related to the provision of information technology services to support **in-car monitoring** devices.

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Advised a large construction equipment and vehicle manufacturer its implementation of in-vehicle services in relation to **regulatory and data protection issues**, particularly on the rules applicable to geolocation services.

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### The Baker McKenzie difference

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With 6,000+ lawyers covering 250+ jurisdiction across 46 countries, Baker McKenzie is a truly global firm with a finger on the pulse of developing trends. Our **experts across 70 offices** have in-depth knowledge of international patent and anti-trust law that they can effectively leverage at the local level depending on clients' needs.

We take an industry-issue approach to help clients address risks efficiently, whether you're entering in new partnerships, dealing with unfamiliar jurisdictions, developing cutting-edge products or restructuring your operations.

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### Our UAS and Future Mobility Teams

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With over 350 lawyers specializing in the new mobility space, we represent a broad range of industry players across all areas of digital transportation law at local and international levels. We can advise on the full range of issues - from liability and privacy to antitrust law, disputes and data monetization.

We understand the interaction among the players within the contractual relationships

- Design of service offering
- Tax and legal structure
- Documentation and implementation
- Audit and incident response

Our experts provide a bespoke full-service solution to your connected car needs.

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### What they say about us

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Sources say the team provides "great knowledge of the technology behind the solution being litigated over."

Chambers UK 2019

"They are very experienced, understand the practice area well and are precise, pragmatic and focused on obtaining the best results for the client."

Chambers Europe 2019

"They are brilliant, effective, deliver on time and know what is in the interest of the client."

Chambers Global 2019

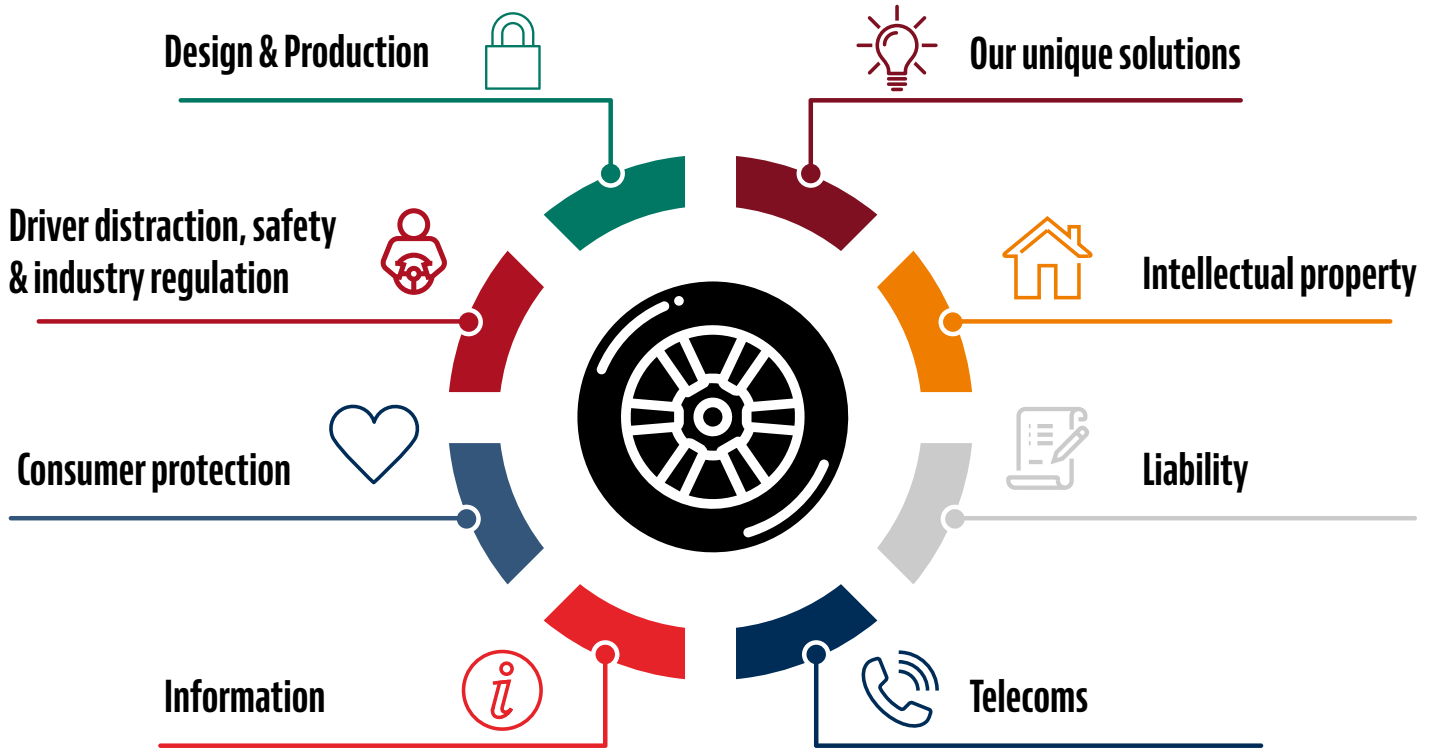
"They are a great team and a true thought leader, yet give very practical advice in a legal field that is full of uncertainty," adding: "The team has a global view of data privacy that is unrivaled."

Chambers USA 2019

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## CONNECTED CARS AND AUTONOMOUS DRIVING

### Our unique solutions



### Contact our experts:



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