

The Future of Mobility Series

GLOBAL RIDESHARING

The future of mobility is shared.

2030 forecast:



The global ride hailing industry is predicted to reach a market size of USD 285 billion



Global car sales to drop to 2% from 3.6% annually



An estimated 1 out of 10 cars sold in 2030 will be shared

With the current widespread deployment of connected vehicles and the planned development of automated vehicles (AVs), automakers and suppliers are investing in new technologies and services.

From automated driverless parking to the full range of integrated data innovations that open endless revenue streams to car manufacturers and suppliers who successfully transform 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 automated vehicle 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.

KEY OPPORTUNITIES AND CHALLENGES

Key opportunities	Key challenges
<p>Local and regional market growth Ride-hailing market forecasted to grow to \$13 billion by 2025 Opportunities for new businesses to compete in an emerging industry</p>	<p>Legal compliance Untested legal issues New laws and potential associated issues Accelerated government enforcement of regulations</p>
<p>Clear government support Development of policies on mobility as a service Many governments are keen to promote ridesharing</p>	<p>Competition for market share Dominance of the few High cost of market penetration</p>
<p>Opportunities beyond ridesharing On demand consumer and commercial services: increased personal mobility options, food and product delivery amongst others. Opportunities for businesses to diversify their portfolios</p>	<p>Implementation issues with existing laws Need for infrastructure development</p>

OUR EXPERIENCE

Advised GrabTaxi, an Asia-based ridesharing company offering transportation, food delivery and digital payments services via mobile app in obtaining licenses from the Bangko Sentral ng Pilipinas as e-money issuer, remittance and transfer company.

Advised a car rental and car sharing app in the legal analysis of the feasibility of their project to launch an e-car sharing system in big European cities. Our analysis included license schemes, traffic restrictions, parking requirements, possible state aids available, city charging stations, insurance, etc.

Advised Daimler on its European joint venture with Via, the real-time ride-sharing company, to launch on-demand ride-sharing services across Europe. As part of the joint venture, the two companies collaborated on the design of an optimized Mercedes-Benz Van shuttle for on-demand shuttle service use.

Advised Waydrive Holdings, a joint venture between 2 Singapore based businesses, on the acquisition of 100% of the share equity in Uber-owned Lion City Rentals, marking the United States ride-hailing firm Uber's exit from Singapore.

The Baker McKenzie difference

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.

Accolades

World's Best Law Firm Brand" for the 10th consecutive year in the Acritas 2020 Global Elite Brand Index

Our Future of Mobility Teams

With over 350 lawyers specializing in the new mobility space, Baker McKenzie's Future Mobility team has global experience in the automotive, aviation and related technologies industries, and was formed to provide clients with comprehensive advice on technical and regulatory developments and commercial opportunities.

A key differentiator in the legal space, several of our attorneys at law are Computer Science graduates and highly experienced in handling cases relating to automobile and communication technology.

What they say about us

"Satisfied clients note that the lawyers 'are extremely attentive and careful, provide practical, business-oriented advice and understand deal timelines and urgencies.'"

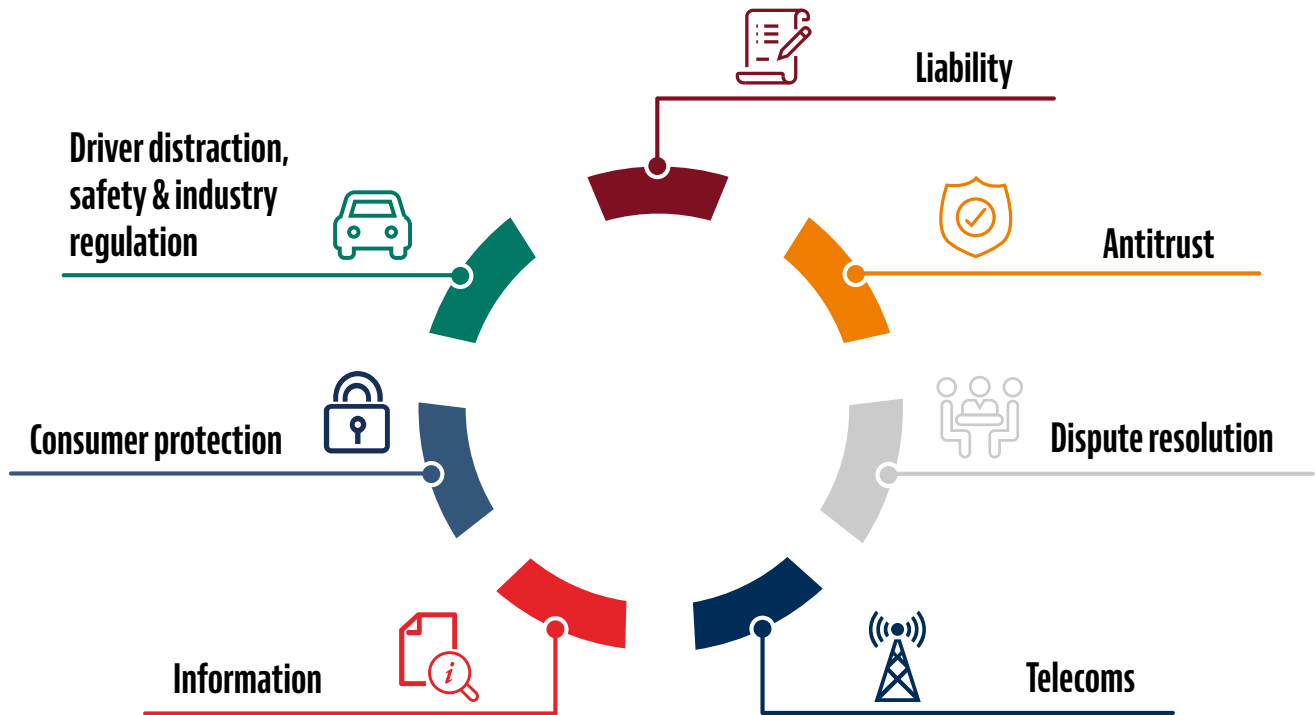
"Their lawyers are quick thinkers and problem solvers," comments one client. "In addition to providing professional legal advice they also provide practical advice for solving our business questions or for our consideration."

"Above all, we pick Baker McKenzie for international work and due diligence in every country. We chose the firm for the quality of its work, but their network is very useful."

Chambers Global 2020

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Our unique solutions



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