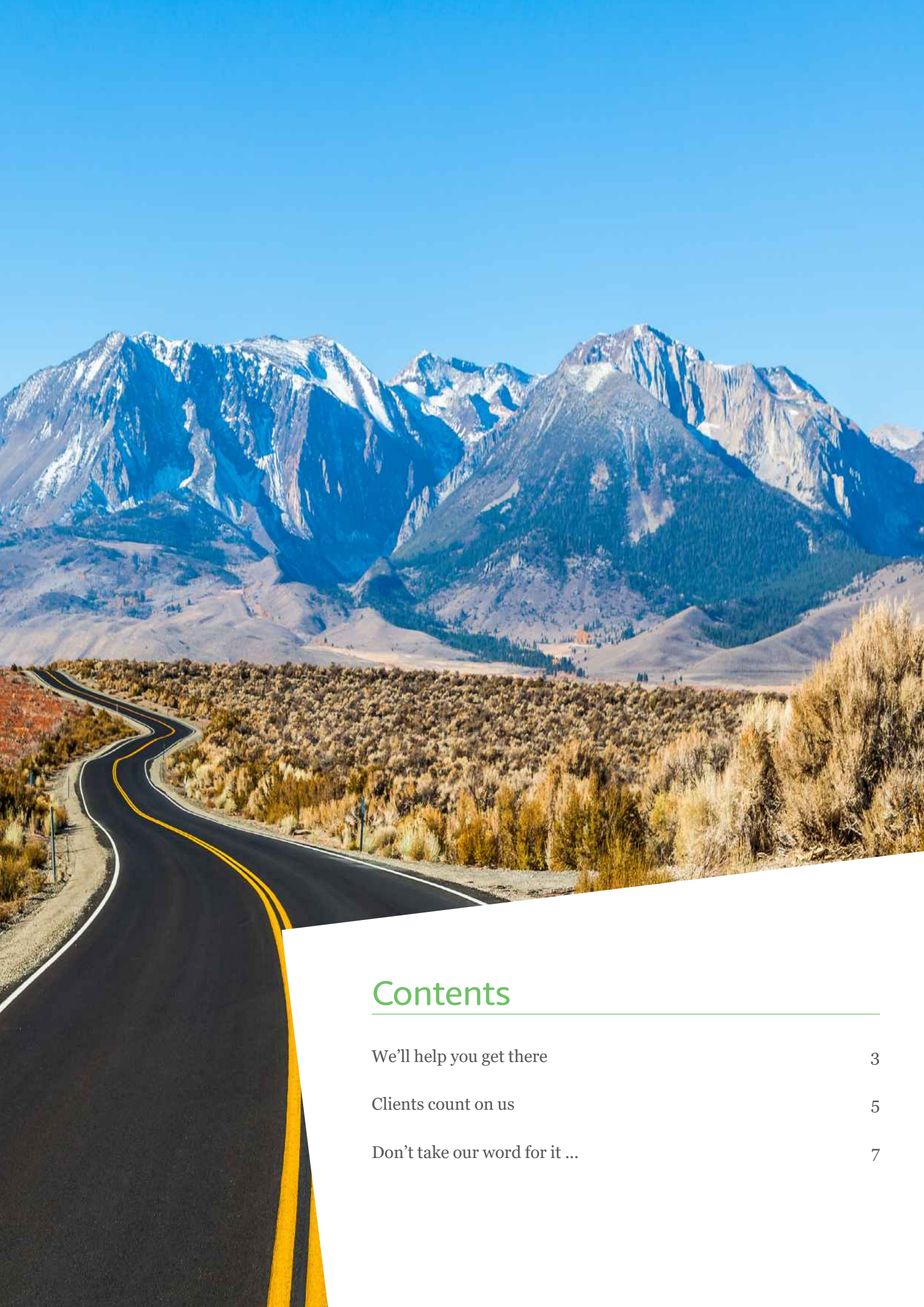




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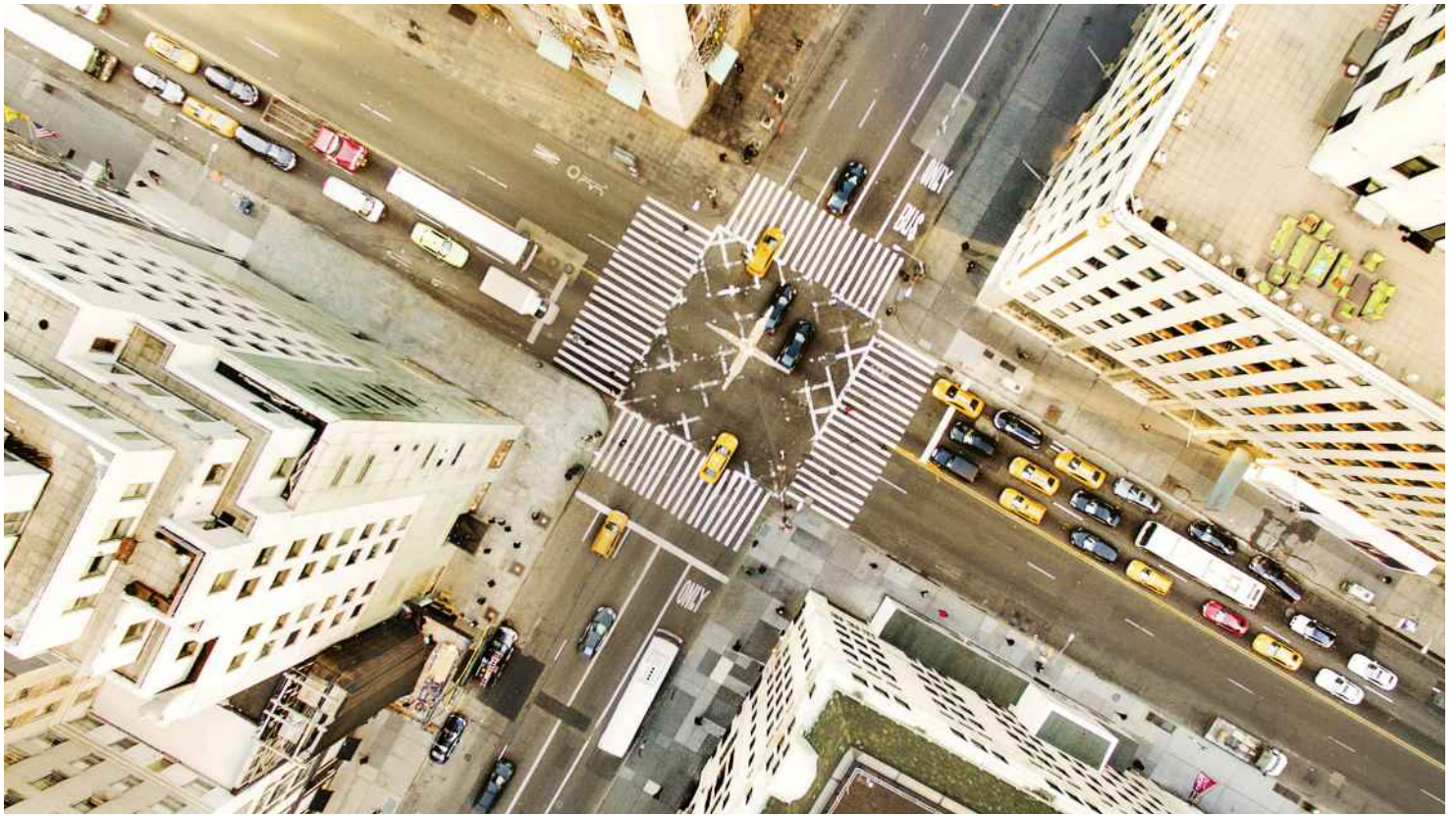
A driving force

Global Automotive overview



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We'll help you get there

The future of mobility is dramatically transforming the automotive industry due to advancements in technology. These exciting developments are creating regulatory disruption opportunities for autonomous, connected, electric, and shared vehicles and services.

Our Automotive industry sector team can steer you through these opportunities. We have one of the largest and most experienced groups of lawyers representing traditional automotive industry companies and emerging mobility players. Our breadth of resources match the global needs of new mobility businesses.

Our team provides a unique perspective on these and other emerging issues of concern to the automotive and mobility industry. In an increasingly complex global market, we understand how vital it is for clients like you to anticipate, understand, and respond quickly to such challenges. Our goal is to help you achieve a competitive advantage while minimizing risk.

We work closely with partners and colleagues in other practice areas, including M&A, corporate, antitrust and competition, litigation and arbitration, product liability, and intellectual property.

Our cross-border capabilities allow us to provide comprehensive, top-quality, one-stop legal advice to meet your most pressing needs.

From the commonplace to the innovative, we advise you based on in-depth knowledge of, and years of experience in, the automotive and mobility industry. We don't just know the government agencies and authorities you have to deal with – we've been part of them. Our lawyers have served in senior positions at the European Commission; the U.S. Departments of Transportation, Justice, and Energy; the U.S. Federal Trade Commission; and the UK competition authority.

Our clients include the world's leading manufacturers and distributors of automobiles, trucks, buses, motorcycles, and other on- and off-road motor vehicles, as well as original equipment manufacturers (OEMs) and suppliers of automotive parts and components. We counsel motor vehicle manufacturers and distributors on their dealer networks in all 50 U.S. states, as well as in Europe, Asia, and Middle East.

We have been there and have done it

- Advising on major automotive transactions, joint ventures, and strategic alliances on behalf of OEMs and automotive suppliers
- Assisting automotive companies on corporate governance matters, as well as financing concepts and projects in the capital market
- Advising OEMs and automotive suppliers on commercial arrangements such as purchase, supply, quality assurance, and warranty, as well as transport, distribution, and logistics agreements
- Counseling motor vehicle manufacturers and distributors on their dealer networks in all 50 states in the United States, as well as in Europe and Asia
- Litigating manufacturer/dealer disputes in more than 30 states in the United States and in Europe
- Advising and defending OEMs with respect to antitrust, creditors' rights, and bankruptcy matters
- Counseling automotive companies on U.S. and European mobile source regulations involving environmental and safety issues, and advise and represent companies with regard to compliance matters
- Assisting in protecting our clients' confidential business information and know-how

- Assisting automobile companies in the protection of domain names and the enforcement of patent and trademark rights
- Advising on major global recalls, and defended against dozens of product liability matters and consumer class actions filed across the United States, Europe, and Asia
- Representing manufacturers and distributors, and their financial services affiliates in real estate transaction, retail financing and leasing arrangements, and securitization issues

What we bring to the table

- A strong team that includes former leaders of the U.S. agencies charged with overseeing the motor vehicle industry, and interact on an ongoing basis with members of the relevant Congressional committees.
- Extensive experience with consumer protection statutes, including privacy laws, as well as on matters relating to trade regulation and legislation, international trade policy, and free trade agreements
- Involvement in every major U.S. legislative initiative affecting automotive products in recent decades

Areas of focus

- Antitrust counseling and litigation
- Appellate
- Business restructuring and insolvency
- Class action
- Commercial litigation
- Corporate and commercial
- Employment
- Environmental
- Equity capital markets
- Finance
- Government regulation and legislation
- Intellectual property counseling
- International trade
- Labor relations
- Mergers and acquisitions
- Motor vehicle franchise/distribution
- Patent and trademark litigation
- Privacy and information management
- Product liability
- Real estate
- Safety
- Tax



Also when it comes to issues of the future, such as the driverless car, Hogan Lovells is one of the leading players in the market. This is where the law firm brings together industry competence and regulatory expertise.

JUVE 2017/2018



Clients count on us

- **Affinia Group** in its US\$1.325bn sale to MANN+HUMMEL HOLDING GmbH, a privately held, global filtration business
- **Alliance of Automobile Manufacturers** in the FCC's proceeding to consider whether to allow Wi-Fi devices to share the 5.9 GHz band with automobile-based ITS
- **A major U.S. utility** on issues related to the federal funding for the development of a vehicle charging network
- **A new automotive player** on autonomous driving regulations in more than 25 countries across the globe
- **Argo AI**, an artificial intelligence company, on its acquisition of Princeton Lightwave, Inc., a leader in research and commercial application for light detection and ranging (LiDAR) technology
- **Bombardier Transportation** on the automotive market entry with their Primove technology
- **Daimler** in connection with its US\$3.1 billion acquisition, as part of a consortium with Audi and BMW Group, of HERE, the digital mapping business
- **Daimler** on the implementation of their connectivity services "Mercedes me connect" in more than 30 countries
- **Daimler** on the restructuring of their sales network in Europe in the course of the electrification of their brand smart in 2020
- **Daimler** on a mobility joint venture with BMW
- **Federal-Mogul Corporation** in various matters involving business restructuring, litigation, labor, and tax in Mexico
- **Ford Motor Company** on Volkswagen AG's US\$2.6bn investment into Ford's autonomous vehicle platform company, Argo AI
- **Ford Motor Company** on its US\$2.3bn sale of Jaguar and Land Rover to Tata Motors
- **Ford Motor Company** in the largest restructuring in the history of private employee health benefits
- **Ford Smart Mobility** on a series of investments and acquisitions to capture emerging opportunities in mobility, connectivity, autonomous vehicles, customer experience, and data and analytics
- **GM/OnStar**, the world's largest provider of vehicle-based communications services in connection with communications counseling
- **Guangzhou Auto** in establishing a business cooperation framework with, and an investment in, Uber (China) to host all of Uber's operations in China
- **Honeywell** in a dispute against a Tier 2 supplier over the delivery of components
- **HRH Prince Alwaleed and Kingdom Holding Company** in a US\$247.7 million investment in the ridesharing service Lyft, Inc.
- **Hyundai** in connection with a broad range of matters, including franchise, labor, ongoing implementation of Consent Orders involving with both safety and environmental laws
- **Hyundai Motor Europe** on the restructuring of their manufacturer's warranty in Europe
- **Jaguar Cars Inc.** in winning a federal court jury verdict (affirmed on appeal) awarding treble damages under the Racketeer Influenced and Corrupt Organizations Act, and termination of a dealer guilty of warranty fraud
- **Kia Motors America** on the design and implementation of a nationwide performance improvement program aimed at upgrading the U.S. retail dealer network
- **Mercedes-Benz** in connection with environmental and safety regulatory compliance in the U.S. and representing the client before the DOT and EPA
- **Mitsubishi Motors** on its international distribution arrangements and coordinated internal review
- **Nissan Motor Co.** on the acquisition of a US\$1.3bn loan from the U.S. government to build an electric vehicle plant in Tennessee
- **Several car manufacturers and leading automotive suppliers** on environmental regulations such as emissions from light passenger and commercial vehicles, including emission investigations and dealings with authorities across the globe
- **TI Automotive** and its European subsidiaries in connection with a variety of commercial, employment, and litigation matters



Band 1 in Transportation: Road (Automotive)

Chambers USA, 2020

Transportation Practice Group of the Year

Law360, 2019

Tier 1 for Transport: Rail and Road – Litigation and Regulation

Legal 500 United States, 2020

Don't take our word for it ... hear what others have to say

Chambers Europe

“We have the impression that the lawyers at Hogan Lovells are in the driver’s seat and a step ahead of the other side.”

Chambers Europe, 2017

Chambers USA

“Impressive practice with strength in automotive issues, notably including safety and environmental compliance matters. Broad practice with particular proficiency in automotive franchising, advising on corporate agreements and commercial expansion, as well as representing manufacturers in lawsuits with retailers and dealerships. Also excels in advising on technological evolution in the automotive sector, particularly concerning privacy laws and autonomous vehicles. Regularly represents global automotive manufacturers, trade associations and technology companies.”

Chambers USA, 2020
Band 1, Transportation: Road (Automotive)

Jaguar Land Rover

“Hogan Lovells tackles the full spectrum of practice areas that intersect in the automotive world. Their lawyers give focused attention, find efficiencies, and display top-notch litigation and negotiation skills. Time after time, the Hogan Lovells team provides more insight in a 5-minute conversation than most other firms give in multiple billable hours.”

*Anna-Lisa Corrales, General Counsel and Secretary,
Jaguar Land Rover North America, LLC*

The Legal 500

“Hogan Lovells [...] handles a full gamut of road and rail litigation, but is noted in particular for its breadth of expertise in automotive class actions and its comprehensive knowledge in the areas of safety and emissions, electric cars, autonomous vehicles, and data privacy.”

The Legal 500 United States, 2020
Transport: Rail and Road - Litigation and Regulation

“Hogan Lovells [...] stands out for its experience handling regulatory and emerging technology issues across the automotive, trucking and rail sectors.”

The Legal 500 United States, 2019
Transport: Rail and Road - Regulation

“Hogan Lovells [...] is best known for its experience in automotive sector litigation and is well placed to advise on domestic and cross-border cases. Auto franchise disputes are a key area of expertise, as are emissions cases, product liability, IP and data privacy mandates.”

The Legal 500 United States, 2019
Transport: Rail and Road - Litigation

“The team [...] handles safety and emissions compliance and regulatory litigation for household-name auto and trucking companies and industry associations, and has been at the legal forefront of the incipient driverless and connected car revolution.”

The Legal 500 United States, 2018
Transport: Rail and Road - Regulation

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