

Randall L. Oyler

Partner

Randall Oyler focuses his practice on representing motor vehicle manufacturers and distributors, as well as captive finance companies, in the automobile, motorcycle, and power sports industries.

Dealer Network Experience

A significant focus of Randy's practice involves counseling manufacturer clients with respect to dealer network matters. He assists manufacturers in forming new distribution subsidiaries, launching new vehicle lines and distribution networks, introducing new vehicle models, preparing and issuing new dealer agreements, operating standards and policies.

Vehicle Distribution Experience

Randy counsels manufacturer clients on a wide range of vehicle distribution matters confronted by manufacturers in their day-to-day business operations, including on matters relating to selection and appointment of dealers, creation of facility and corporate identification standards, development of dealer incentive programs, implementation of vehicle allocation systems, management of customer treatment initiatives, and establishment of vehicle pricing, marketing and advertising practices.

Market Representation Strategies

Randy assists manufacturers in developing market representation strategies, both at the national and local market levels. He has led the development and implementation of several successful manufacturer initiatives aimed at improving dealer network performance. In addition, he has significant experience assisting manufacturers in addressing business issues arising in developing areas of the law, such as manufacturer direct sales, private equity dealership ownership, rights of first refusal, electric and hybrid vehicle sales, and motor vehicle e-commerce.

Dealership Litigation

Manufacturers turn to Randy for counsel on their dealership litigation matters nationwide. He has litigated dealership matters in more than 25 states, including before federal and state courts and in state administrative agencies. In addition, supported by bankruptcy attorneys experienced in motor vehicle matters, he has represented manufacturers in dealer bankruptcy proceedings. Randy has served as lead trial counsel in numerous contested evidentiary proceedings, and as lead counsel in appellate proceedings. In many instances, the cases have involved direct challenges to state motor vehicle franchise statutes, and he has successfully argued several cases before state supreme courts that have involved challenges to the constitutionality of those statutes. He is a member of the bar of



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numerous courts throughout the nation, including the U.S. Supreme Court.

Corporate Transactions

Clients turn to Randy for negotiating and documenting a wide variety of complex vehicle distribution related transactions. These matters involve not only dealer establishments and owner changes, but also numerous third party commercial arrangements, including agreements relating to the up-fitting of vehicles, providing logistics support, the distribution of fleet vehicles, sale of limited supply non-homologated products, establishment of branded goods boutiques, development of software and social media platforms, sharing of consumer data, and licensing of protected trademarks. He is also experienced in preparing vehicle warranties and vehicle maintenance and service contracts, and counseling manufacturers on the regulation and sale of those products.

Pro Bono

Throughout his career, Randy has served on the boards of several not-for-profit organizations. He also co-founded an alternative investment management company that has raised more than \$100 million to fight global poverty through direct investments in micro-finance institutions in developing economies throughout the world. Randy also has provided legal services to not-for-profit organizations on a pro bono basis.

Legal Services

- [Litigation & Dispute Resolution](#)
- [Franchise & Distribution](#)
- [Automotive Industry](#)
- [Autonomous & Connected Vehicles](#)

Education and Honors

- University of Chicago Law School (J.D., 1992)
- Wheaton College, Illinois (B.A., *summa cum laude*, 1989)

Bar Admissions

- Illinois

Court Admissions

- U.S. Court of Appeals, 2nd Circuit
- U.S. Court of Appeals, 7th Circuit
- U.S. Court of Appeals, 9th Circuit
- U.S. District Court, Northern District of Illinois
- U.S. District Court, Western District of Michigan
- U.S. District Court, Eastern District of Wisconsin
- U.S. Supreme Court



Professional and Civic Activities

- The University of Chicago Legal Forum (Developments Editor)
- American Bar Association, Forum on Franchising

Professional Recognition

- *The Best Lawyers in America*[®] (Franchise Law, 2016-present)