

# Automotive Industry

Comprehensive, business-oriented legal representation for motor vehicle manufacturers and distributors

## Capabilities at a glance

- **Full-service national practice representing motor vehicle manufacturers and distributors of all kinds**, led by attorneys with decades of experience.
- **Deep understanding of the automotive industry and its regulatory environment**, responsive to ever-changing and cutting-edge issues.
- **Business-centric approach to client needs**, understanding legal problems are business issues to be resolved cost-effectively.
- **Multi-disciplinary team with diverse legal backgrounds and skills**, built around vehicle distribution, product liability and warranty core practices.
- **Lasting relationships with clients**, based on a strong ethic of collaboration around client strategic goals.

## Bringing business and legal acumen to the automotive industry

Our world revolves around representing automotive, truck and powersports manufacturers and distributors—from exciting startups and boutique producers to long-standing manufacturers and iconic brands. We represent both imported and domestic vehicle brands.

As strategic business thinkers, we offer deep experience with industry-specific issues. As new technologies and approaches emerge, we counsel our clients about how to adapt their businesses to those emerging trends. Our business-centric approach and deep knowledge of the laws impacting the automotive industry allow us to develop strategies to permit our clients' businesses—and their bottom lines—to thrive.

## Providing a complete set of legal services

Our cross-disciplinary Automotive Industry Practice Group brings together the knowledge of more than 25 lawyers across a half dozen areas of legal practice to provide comprehensive representation to our clients. A cornerstone of our firm's automotive industry practice is our representation of motor vehicle manufacturers and distributors in distribution, franchising and dealer relationship matters. Our attorneys have decades of experience counselling clients on regulatory compliance and licensing matters, the development and evolution of distribution systems and a wide range of dealer relationship issues. We represent clients in strategic transactions and serve as litigation counsel in judicial, administrative and arbitration disputes throughout

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## People

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the country. Our Automotive Industry attorneys have industry-leading experience in motor vehicle product liability matters, serving as national products liability counsel for several clients and provide counsel on warranty matters.

## Successes

Our attorneys pride themselves on serving as true partners with our clients, where we experience success when our clients experience success. We have helped clients launch new companies, new brands, new distribution systems and new business products, including those based on cutting-edge practices and technologies, such as electric vehicles, over-the-air technologies, subscription programs, car-sharing services and digital transformation products. We have represented clients in large dollar strategic transactions that have added significant value to our clients' bottom lines. In the litigation space, our attorneys have won numerous disputes and appeals in matters before judges and juries throughout the country, including successfully arguing constitutional matters in cases before the U.S. Supreme Court, the federal courts of appeals and several state supreme courts.

## Service Areas

### Data Privacy & Security

Every organization has growing data privacy needs and sensitivities, and taking them seriously is vital to meeting business goals and mitigating risk. The laws are changing quickly, whether it's customer data, consumer data or employee data at stake. Quarles offers effective and efficient legal support and training programs tailored to your business needs, to help ensure you are one step ahead of data privacy and security regulations.

### Energy & Infrastructure

Our energy and infrastructure lawyers have a range and depth of industry knowledge few can match. We advise publicly and privately held corporations, national and international energy developers and suppliers, lenders, financial institutions, governments and governmental agencies, and nonprofit energy market participants, including Native American entities, on strategic infrastructure projects across a wide range of industry sectors, including power generation, transmission and distribution, natural gas distribution, renewable energy, deregulated and restructured markets, transportation, and water and wastewater.

### Environmental & Natural Resources

We are a broad practice with a diverse client base. We work with manufacturers, developers and owners of properties of all sizes, operating in a range of industries, including traditional and renewable energy companies. We advise our clients on everything from the

Jason Wood

### Related Capabilities

Advertising and Marketing

Automotive Business Advice and Counseling

Automotive Distribution and Franchising

Automotive Energy & Infrastructure

Automotive Product Liability

Automotive Warranty

Commercial Contracting

Commercial Litigation





chemicals they use or sell to their obligations around disposal of waste materials and clean air and water. We also work with our infrastructure team on large projects that require environmental reviews and advise companies on their greenhouse gas emissions, sustainability programs and carbon footprint.

#### Immigration & Mobility

#### Intellectual Property

From agriculture to genetics, software development to consumer goods, our advice to you will always be informed by deep technical knowledge and industry experience. We understand the marketplace you operate in and tailor our legal support to each client, based on your competitive context and business strategy.

#### Labor, Employment & Benefits

In today's fast-paced, competitive business environment, human resources serves a crucial role in balancing business and employee needs, while staying compliant with a changing landscape of federal and state laws. The Labor, Employment & Benefits Practice Group at Quarles has been helping companies navigate these laws for over 100 years by addressing human resource issues efficiently and consistently based on each unique workplace culture.

#### Real Estate

We pride ourselves on helping you look at the big picture, while we take care of the often-complex regulations and sophisticated technical knowledge required to get real estate transactions and projects completed with a minimum of risk and fuss. Our goal will always be to help you build and protect the present and future value of your business.

