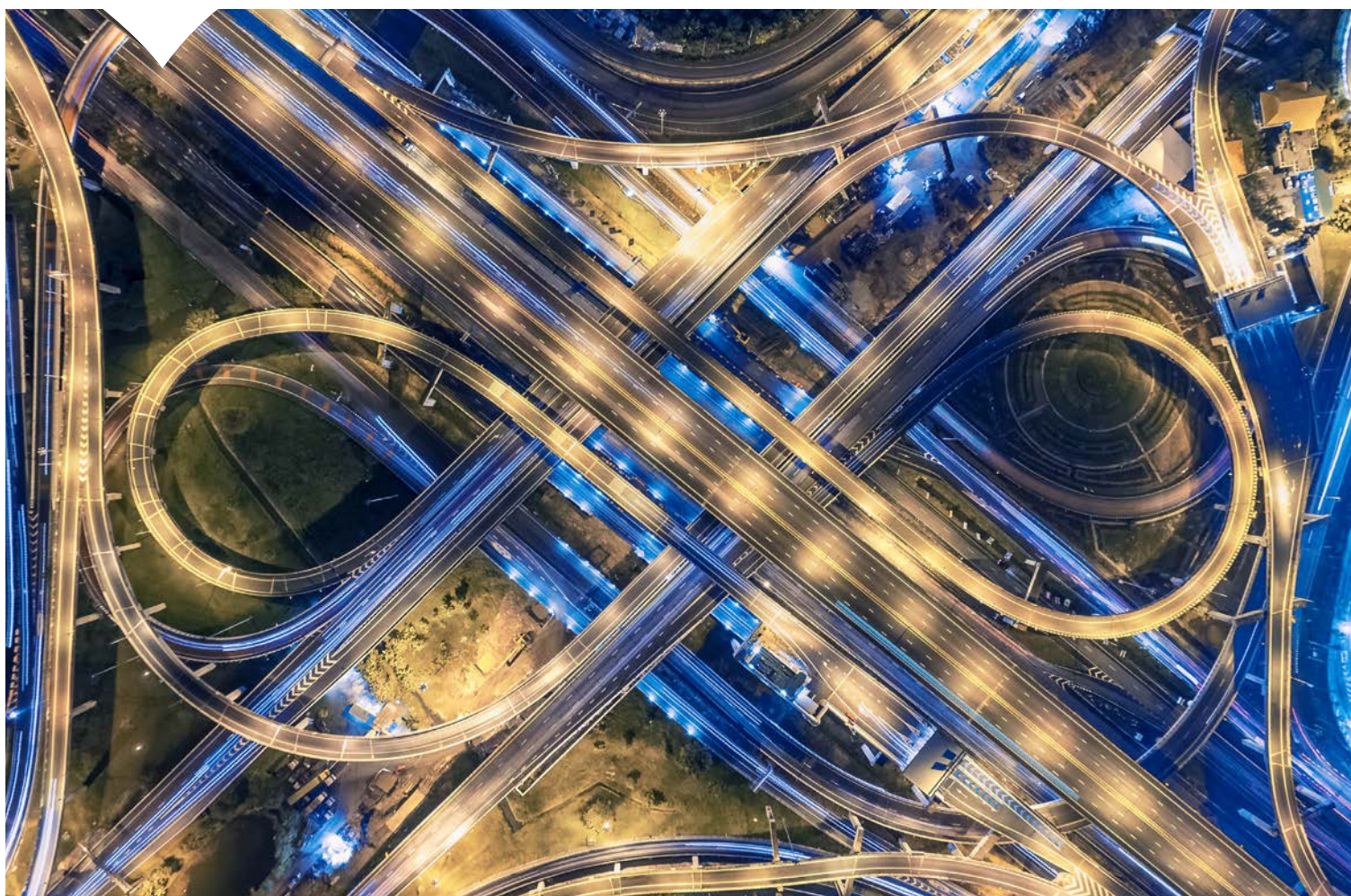


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Connected & Autonomous Vehicles



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To successfully deliver connected and autonomous vehicles, automakers need to build commercial relationships, comply with new safety regulations and address cybersecurity and privacy risks. Mayer Brown's Connected & Autonomous Vehicles group provides clients with integrated, practical advice in negotiations, regulatory compliance and internal governance tailored to the needs of the automotive industry.

The automotive industry is poised to revolutionize the market for personal transportation through its advances in connected and autonomous vehicles. These technologies offer a new market of enormous potential for automakers, as well as for existing automotive suppliers and software and application developers working in the automotive space for the first time. But, as industry participants know, great opportunities come with significant risks—there will be winners and losers. To be among the winners, players must:

- Build commercial relationships to engineer and integrate the necessary components and upgrade those components throughout the vehicle's life in response to rapidly changing consumer preferences and transportation delivery models
- Anticipate, understand and comply with evolving safety regulations and related requirements
- Address cybersecurity and privacy risks

Mayer Brown's Connected & Autonomous Vehicles group brings together highly skilled commercial and regulatory lawyers with deep automotive industry knowledge and unparalleled experience in these three areas. Our lawyers:

- Are internationally recognized for their work helping companies build business technology agreements that can operate on a global level and enhance the long-term relationships between customers and their suppliers
- Represent major vehicle manufacturers in regulatory matters before federal and state agencies and are called upon by individual clients and industry associations to address significant policy issues
- Have extensive experience developing strategic and practical approaches for managing cybersecurity and privacy risks for a wide range of enterprises, including automotive companies

Law360 Firm of the Year; **Practice Group of the Year for Transportation (2016)**



Building Commercial Relationships

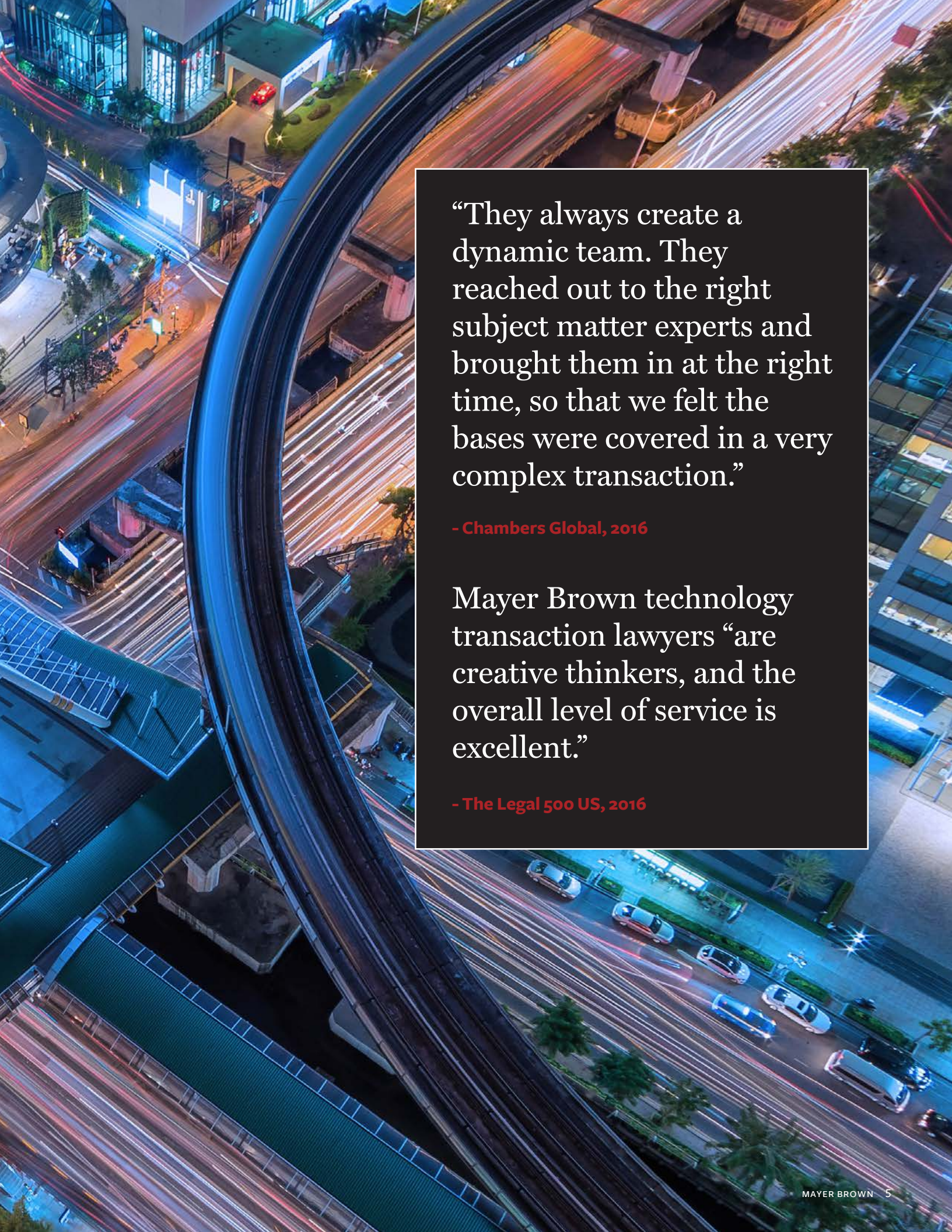
Automakers need to build new commercial relationships for connected and autonomous vehicle technologies. Traditional automotive supplier relationships must evolve to accommodate the open architecture and iterative development cycles required for complex, interconnected systems. Additionally, automakers will need to build commercial relationships with technology suppliers whose contracting approaches and risk tolerances differ in material respects from those of traditional automotive suppliers. Working together with in-house counsel, our 50-lawyer Technology Transactions team helps automakers address these challenges with extensive experience in negotiating complex information technology transactions and specific experience representing automakers in transactions involving telematics and other automotive supply arrangements and services.

In this new environment, commercial relationships will need to allocate contractual rights, responsibilities and risks among the parties. Mayer Brown has extensive experience negotiating long-term relationships that allocate such rights, responsibilities and risks to maximize value and avoid costly pitfalls.

Additionally, contracts will need to accommodate evolving technologies and new and changing regulations. Our technology lawyers have negotiated hundreds of substantial technology services agreements that secure contractual commitments to technology evolution as needed to meet our clients' needs.

Our technology lawyers have received numerous accolades praising their experience, skill and understanding of client needs. Recent accolades include:

- Law360 Practice Group of the Year for Technology (2016)
- Global Outsourcing 100 World's Best Outsourcing Advisors (2009-2016)
- Chambers USA Band 1 in IT/Outsourcing (2004– 2016)
- Chambers Global Band 1 in Technology & Outsourcing (2016)



“They always create a dynamic team. They reached out to the right subject matter experts and brought them in at the right time, so that we felt the bases were covered in a very complex transaction.”

- Chambers Global, 2016

Mayer Brown technology transaction lawyers “are creative thinkers, and the overall level of service is excellent.”

- The Legal 500 US, 2016

Complying with New Safety Regulations

Safety is central to the connected and autonomous vehicle industry. Vehicle manufacturers and their suppliers need to anticipate and comply with the complex and evolving body of regulations, guidance and Federal Motor Vehicle Safety Standards promulgated by the National Highway Traffic Safety Administration (NHTSA) so that regulatory and compliance best practices are embedded throughout their businesses. Mayer Brown brings decades of hands-on experience in the auto safety field, providing an intimate and unmatched knowledge of the motor vehicle regulatory regime and its many pitfalls. We are savvy and experienced in helping our clients navigate the regulatory landscape of the automotive industry and in building strategies that are both compliant and competitive, from design and testing to deployment.

NHTSA has committed to work with the connected and autonomous vehicle industry to facilitate the introduction of new technologies and to understand their associated risks. To that end, NHTSA recently issued enforcement guidance and policy statements that underscore its determination to stay at the forefront of this quickly developing regulatory field, providing a framework approach for local and state regulators in the United States and their counterparts in other countries. Mayer Brown has a long history of working with automakers, industry associations and regulatory bodies, both federal and local, in the United States and abroad.

As a respected contributor to the development of the connected and autonomous vehicle regulatory field, Mayer Brown has the thought leadership and industry experience to assist in rollouts of this technology throughout the United States. That same capability provides us with the strategic foresight to assist clients in preparing for homologation within non-US markets, as NHTSA's counterparts in other regions seek to adapt their regulatory frameworks to meet these significant technology developments.



Addressing Cybersecurity and Privacy Risks

Cybersecurity and data privacy are critical concerns for the connected and autonomous vehicle industry. As manufacturers and software and application suppliers are well aware, a successful cyber attack could result in the compromise of sensitive personal data, theft of vehicles, or even threats to passenger safety. In addition, failure to adopt data privacy policies and practices that comply with a global web of regulations covering the collection and transfer of data could result in regulatory fines and civil litigation and could erode consumer confidence. Mayer Brown lawyers bring a wealth of experience from private practice and government service to help clients address their most complex cybersecurity and data privacy issues.

NHTSA has pressed manufacturers to adopt enterprise-wide, risk-based cybersecurity programs underpinned by appropriate internal policies and governance structures. The Federal Trade Commission, state lawmakers and their global counterparts are scrutinizing the industry's efforts to leverage the value of consumer data being collected by increasingly connected and autonomous vehicles. Mayer Brown brings a comprehensive and integrated approach to these cybersecurity and data privacy challenges.

We deliver strategic and forward-looking solutions to help companies assess their cybersecurity risk and preparedness, adopt vulnerability disclosure programs, satisfy regulatory requirements around data protection and transfers, manage privacy policies and consumer choice as vehicles are used by different users over their lifetime and respond to cybersecurity and data privacy incidents. In these and other ways, we help our clients achieve their business goals while mitigating legal, regulatory and reputational risk in these rapidly evolving fields.



Representative Experience

Mayer Brown represents a broad range of clients in the automotive sector, from innovative tech start ups to some of the biggest corporations in the world. Our multidisciplinary, multijurisdictional practice brings the full resources of the firm to every kind of challenge and opportunity our clients encounter. These are just a few examples of our recent work.



AMERICAS

Represented the Auto-ISAC in connection with its formation and organization, the purpose of which is to facilitate the sharing and analysis of cybersecurity and cyber threat intelligence among the major automotive OEMS, suppliers and other members.

Represented Auto-ISAC in connection with negotiations with a supplier for the design, implementation and management of an information sharing portal. Ongoing corporate representation.

The Auto-ISAC was served with a subpoena in connection with *BRIAN FLYNN, et al v. FCA U.S. & HARMAN* requesting that the Auto-ISAC produce documents reviewed, considered, published or otherwise related to Auto-ISAC's creation of the automotive cybersecurity 'Best Practices' and communications with FCA from June, 2010 to present. Mayer Brown represented the Auto-ISAC in securing a motion to quash the subpoena.

Represented ACTS in connection with negotiation of contracts related to the research and development of non-intrusive, in-vehicle alcohol detection system for safety, including matters related to NHTSA Cooperative Agreement, and general corporate matters.

Represented a major vehicle manufacturer in connection with contracts with providers of original equipment and after-market telematics equipment and services, including wireless vehicle connectivity and a wide range of features such as entertainment, safety, maintenance, communication and navigation.

Represented a major auto manufacturer in the negotiation of an agreement with an aftermarket vehicle telematics provider. Also drafted the privacy policy to be used by the telematics provider in providing the services.



Visit us online to learn more about the Connected & Autonomous Vehicles group.

www.mayerbrown.com/experience/connected-autonomous-vehicles/

Our Global Practice



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Hanoi
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Shanghai
Singapore





About Mayer Brown

Mayer Brown is a global legal services organization advising clients across the Americas, Asia, Europe and the Middle East. Our presence in the world's leading markets enables us to offer clients access to local market knowledge combined with global reach.

We are noted for our commitment to client service and our ability to assist clients with their most complex and demanding legal and business challenges worldwide. We serve many of the world's largest companies, including a significant proportion of the Fortune 100, FTSE 100, CAC 40, DAX, Hang Seng and Nikkei index companies and more than half of the world's largest banks. We provide legal services in areas such as banking and finance; corporate and securities; litigation and dispute resolution; antitrust and competition; US Supreme Court and appellate matters; employment and benefits; environmental; financial services regulatory and enforcement; government and global trade; intellectual property; real estate; tax; restructuring, bankruptcy and insolvency; and wealth management.

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