



automotive manufacturers and distributors

overview

The automotive industry is one of the major engines of the world economy—a reliable proxy for its performance. Recent years have seen the industry come back from the brink of a significant downturn, and while the recovery has taken hold, the sector is still in the midst of a fundamental transformation.

Stalwart brands are now being challenged by global competitors and new upstarts. Consumers and regulators are demanding more efficient vehicles to meet the dual challenge of rising fuel prices and environmental concerns. Technological advances are resulting in vehicles with new functionality.

McMillan's Automotive Industry Group works with many of the leading North American and global automobile manufacturers and distributors to help them anticipate and manage the legal and regulatory impacts of the evolving Canadian landscape. We deliver practical, actionable solutions to our clients' toughest legal challenges, based on a deep understanding of the automotive supply chain.

Our lawyers combine broad business law and advocacy skills with specialist industry know-how to help our automotive clients navigate their day-to-day issues and chart a long-term path to success.

McMillan professionals help clients lead by:

- Assisting with the establishment of Canadian operations and distribution networks
- Advising on business structure, taxation, trade, real estate and employment matters
- Advising on compliance with applicable legislation, including advertising and marketing
- Negotiating supplier agreements, commercial contracts and related matters
- Developing product manuals and warranties
- Defending against product liability claims, including class actions, and advising on product liability risk management
- Counselling on product recalls
- Litigating disputes involving supplier or distributor contracts, intellectual property and competition issues
- Assisting with mergers, acquisitions, divestitures, and brand extensions
- Advising on franchise and dealer law, including dealer terminations

firm profile

McMillan is a modern and ambitious business law firm serving public, private and not-for-profit clients across key industries in Canada, the United States and internationally. With recognized expertise and acknowledged leadership in major business sectors, we provide solutions-oriented legal advice through our offices in Vancouver, Calgary, Toronto, Ottawa, Montréal and Hong Kong. Our firm values – respect, teamwork, commitment, client service and professional excellence – are at the heart of McMillan's commitment to serve our clients, our local communities and the legal profession. For more information, please visit our website at www.mcmillan.ca.

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- Assisting with workouts, bankruptcy and insolvency, including supplier insolvencies that threaten to disrupt the supply chain
- Advising on industry participation and government relations