

SUSTAINABILITY CASE STUDY: **IMAGINE IF** **OLD RIVALRIES** **BECAME NEW** **OPPORTUNITIES**

It's a tough world for automotive brands. There are traditional challenges such as financial pressures and regulatory scrutiny. And now a whole new wave of threats – from automation to electric vehicles. We've played a pivotal role in enabling two of the world's largest players – Volkswagen AG and Ford Motor Company – to gear up for the future, together.



WHAT WAS THE CHALLENGE?

We've helped to shape a strategic alliance that will see both brands work hand-in-hand to develop vehicles and share investments in innovation and technology, including new electric cars. It's a collaboration that's grabbed the headlines. But behind the handshakes is a hugely complex transaction spanning every step in the supply chain.

To forge this alliance we had to get to grips with the intricacies of build and distribution. And we had to think through every eventuality - the logistical challenges, the legal and commercial risks, the details of IP, jurisdictions, litigation and (if the worst happened) termination. But, after months of hard work, the first agreements have been signed.

In almost every market, from automotive to finance, manufacturing to retail, technology is disrupting the norm. To survive and even thrive, leaders need to be prepared to change. And agreements, like this one, could just be a sign of things to come.



IN THE LAST 2 YEARS WE'VE ACTED FOR MANY OF THE WORLD'S MOST RECOGNISED AND RESPECTED COMPANIES - INCLUDING OVER 40 FTSE 100 COMPANIES. WE'RE PROUD TO ACT FOR REMARKABLE CLIENTS SUCH AS BNP PARIBAS, CBRE, GLAXOSMITHKLINE, MULTIPLEX, OMAN INVESTMENT CORPORATION, RBS, SAINSBURY'S, TERRA FIRMA, AND MANY MORE.

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