Automotive

As the automotive industry continues to experience transformative change, it's key to have an experienced, multidisciplinary legal team who can help automotive leaders, including original equipment and parts manufacturers, distributors, dealers, technology companies and financial institutions, address the legal, business and regulatory risks emerging from an industry-wide disruption.

BLG's Automotive Group is a leading, multidisciplinary team with recognized expertise in regulatory matters, transactions and disputes. We anticipate our clients' needs and draw upon top-ranked subject matter experts to provide efficient and comprehensive advice, including in the areas of:

- Advertising and marketing
- Commercial agreements
- Environmental
- Financial services
- Franchising
- Insurance
- Intellectual property
- Labour and employment
- Litigation and dispute resolution
- Mergers and acquisitions
- Real Estate
- Privacy
- Securities
- Tax
- Technology
- Trade

We also advise automotive leaders on federal and provincial regulatory issues and have long-standing relationships with related regulatory bodies.

Experience

- Advising and representing OEMs on warranty claims, product liability claims and motor vehicle consumer class actions, including allegations of defective manufacture, design and failure to warn
- Advising on motor vehicle warranty drafting and "Canadianizing" warranties

- Advising motor vehicle dealers on all aspects of business, including franchise, commercial and technology agreements, real estate, financing, mergers and acquisitions and debt refinancing transactions
- Advising on Canadian Motor Vehicle Safety Standards, emerging technologies, exemption programs, and homologation aspects
- Advising and providing training to OEMs on technology adoption, including privacy, data management and cybersecurity, including training programs for dealers
- Advising and assisting OEMs with Canadian market entry projects, including feasibility and regulatory assessment and risk management facets
- Advising on the testing and deployment of autonomous vehicles
- Advising on federal and provincial legislation as well as industry codes of conduct governing the marketing and advertising of motor vehicles
- Representing automotive parts manufacturers in class actions alleging price fixing conspiracies
- Advising OEMs on insurance regulatory issues
- Advising on the trade, importation and distribution of motor vehicle asset classes and parts, including taxation
- Assisting with high-volume Canadian Motor Vehicle Arbitration Plan (CAMVAP) claims
- Advising and representing OEMs in the National Automotive Dealer Arbitration Program (NADAP) and commercial and supplier chain litigation
- Providing ongoing, and day to day advice to OEMs and Tier 1 parts suppliers in regard to labour relations and employment law
- Advising on collective agreement interpretation and administration, collective bargaining, discipline and discharge matters
- Representation before grievance arbitrators and Ontario Labour Relations Board, Human Rights Tribunal of Ontario
- Defending human rights applications concerning alleged discrimination and accommodation
- Drafting and/or revising labour relations, employment and related policies and procedures

---

BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

blg.com

BLG Offices

Calgary

Centennial Place, East Tower
520 3rd Avenue S.W.
Calgary, AB, Canada
T2P 0R3

T 403.232.9500
F 403.266.1395

Ottawa

World Exchange Plaza
100 Queen Street
Ottawa, ON, Canada
K1P 1J9

T 613.237.5160
F 613.230.8842

Vancouver

1200 Waterfront Centre
200 Burrard Street
Vancouver, BC, Canada
V7X 1T2

T 604.687.5744
F 604.687.1415

Montréal

1000 De La Gauchetière Street West
Suite 900
Montréal, QC, Canada
H3B 5H4

T 514.954.2555
F 514.879.9015

Toronto

Bay Adelaide Centre, East Tower
22 Adelaide Street West
Toronto, ON, Canada
M5H 4E3

T 416.367.6000
F 416.367.6749

© 2026 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.