



# **Succeeding in the Mobility Sector: Understand Government Policy – Adapt – then Thrive**

## **What's happening**

- Market success obviously requires winning the battle for profitable consumer sales
- Mobility companies must first “get through” ever more expansive and uncertain government policy before bringing products and services to market
- The impact of government policy on the sector is increasing and will continue to do so

## **Why**

- The “auto industry” is a strategic sector in major markets: it is a major employer, using vital technologies, in key manufacturing areas, and produces a significant consumer product
- Geopolitical competition is rising over technology, critical industries, and manufacturing capacity
- Global Climate Change remains a policy focus, but other factors now pose policy trade-offs
- EVs and AVs are the future, but the policy context is changing rapidly and with it the economic fundamentals that companies must address to thrive

## **Why it matters**

- Economic success in the mobility sector now requires effectively managing the policy context

## **How we can help**

- Strategically analyze global developments at intersection of Business and Law
- Help businesses see trends, and get ahead
- Rapid response to changed rules and regulations

## **Zooming In**

### **Geopolitics**

- Geopolitical competition is increasing
- China's share of global manufactured output is 27% but expected to be 45% by 2030
- Others concerned non-market activity is driving this advance
- President Trump using tariffs aggressively

### **EVs**

- A counter to climate change
- Battery tech and production seen as strategic for national economic success
- Regulations for EV adoption more aggressive than demand
- China leadership seen based on non-market government support
- The tech for the future

### **AVs**

- Profound change of technological base for mobility industry
- Software scales differently than manufacturing
- On-going revenue potential
- Critical for automation and huge user of AI and chips which are also strategic sectors
- Seen as essential technology for geopolitical competition