



Aaron H. Jacoby

CHAIR, AUTOMOTIVE & TRANSPORTATION

Aaron serves as automotive industry counsel to retail dealers, technology companies, and private equity investors, and leads the firm's Automotive & Transportation Industry group.



Industries

[Automotive & Transportation](#)

— [Automotive](#)

— [Managing Automotive Regulatory Compliance](#)

Practices

[Complex Litigation](#)

Education

University of San Francisco School of Law, JD, 1988

University of California, Santa Cruz, BA, 1983

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Aaron Jacoby serves as [automotive industry counsel](#) to publicly traded and private retail dealers, technology companies seeking entrée to the industry, and private equity firms pursuing automotive investments. His exclusive focus on the automotive sector — spanning litigation, federal and state regulatory matters, government investigations, franchise disputes, and dealership M&A — gives C-suite leaders a singular resource for navigating the industry's regulatory hurdles, from autonomous vehicles and online sales to direct manufacturer sales. Aaron has been ranked Band 1 nationally by *Chambers USA* for 15 consecutive years, named to the *Daily Journal's* "Top 100 Lawyers" in California, and recognized by *The Legal 500* in Transport: Rail and Road.

Managing Automotive

[Read the Automotive Blog](#)

Recognitions

Aaron has earned Band 1 national recognition from *Chambers USA* for 15 consecutive years. In California, the *Daily Journal* named him one of the state's "Top 100 Lawyers," and Southern California *Super Lawyers* magazine has recognized him as a "Super Lawyer". The *Daily Journal* also named the automotive industry practice group he leads one of California's "Top 5 Practices." Aaron is also recognized by *The Legal 500* in Transport: Rail and Road - Litigation and Regulatory.

Client Work

Aaron's automotive industry counsel practice spans federal and state regulatory defense, consumer fraud and class action litigation, retail dealer M&A and private equity transactions, franchise disputes and expert testimony, and regulatory mapping for autonomous vehicles, online sales, and multi-state dealer operations. Representative matters include:

Federal & State Regulatory Defense

- Defending auto industry clients before federal and state agencies, including the Federal Trade Commission

Franchise Litigation & Expert Testimony

- Providing professional witness analysis and testimony in unfair business practice matters.
- Leading franchise litigation on behalf of dealers.

Class Action & Consumer Fraud Litigation

- Serving as special counsel in consumer fraud class actions.

Retail Dealer M&A and Private Equity Transactions

- Advising one of the largest public companies in the world on the automotive regulatory components of its multi-billion dollar acquisition of the nation's then-largest privately-held retail automotive group.
- Working with a prominent private equity fund in the formation of a joint venture for the acquisition of its first retail automotive dealerships.
- Assisting one of the largest automotive retail groups in Mexico with the expansion of its U.S. footprint.

Regulatory Mapping for New Mobility & Online Retail

- Directing regulatory mapping for federal and multi-state licensing and business practices related to:
 - Autonomous vehicle technology.
 - Legal and regulatory implications for online automotive retailers.
 - Multi-state retail operations.
 - Technical drafting advisor for state regulations defining auto industry markets.

Professional Activities

Aaron is a member of the Los Angeles County Bar Association and the National Association of Dealer Counsel. He also serves as counsel to a variety of industry associations.

Publications & Presentations

Aaron speaks and frequently writes regarding issues affecting the automotive industry. His articles and presentations include:

- "5 Legal Issues Keeping Dealers Up at Night," Driving Force Auto Dealer Consulting Group Conference, June 10, 2025
- "[Auto Intel: Defending DMV and DA Late Title Investigations and Claims](#)," ArentFox Schiff Podcast, February 7, 2025
- "Clicks v. Bricks: The Amazon / Hyundai Partnership," National Association of Dealer Counsel 2024 Annual Member Spring Conference, April 16, 2024
- "[Top Legal Challenges for the Automotive Industry in 2024](#)," ArentFox Schiff Alert, co-author, March 27, 2024
- "[Corporate Transparency Act – Dealer Compliance Alert](#)," ArentFox Schiff Alert, co-author, February 27, 2024
- "[California Bill to Regulate Vehicle Speed and Reduce Road Fatalities Introduced in State Senate](#)," ArentFox Schiff Alert, co-author, January 30, 2024
- "[Ensuring Transparency in Autonomous Vehicle Regulation](#)," *Daily Journal*, co-author, December 26, 2023
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- ["US Labor Groups Seek Greater DOT and NHTSA Oversight of Autonomous Vehicles,"](#) ArentFox Schiff Alert, co-author, November 30, 2023
- ["Robotaxi to SFO?,"](#) *Daily Journal*, co-author, August 30, 2023
- ["Illegal Incentives Related to Electronic Vehicle Registration,"](#) ArentFox Schiff Alert, co-author, August 23, 2023
- ["On the Road With Generative AI: Key Legal Considerations for the Automotive Industry,"](#) ArentFox Schiff Alerts, co-author, July 26, 2023
- [AFS Podcast: "Preventing and Detecting Fraud: How to Protect Your Dealership,"](#) September 21, 2022
- [AFS Podcast: "Buy-Sell Market - Factors to Consider in Transactions of Automotive Dealerships,"](#) May 10, 2022
- ["Insight into the auto retail market, from a lawyer who works with dealers,"](#) Automotive News Daily Drive Podcast, November 19, 2021
- ["Impact of COVID-19 on Valuations and Buy / Sell Transactions,"](#) 2021 National Association of Dealer Counsel Spring Conference, May 3, 2021
- ["Automotive Industry Response Panel: Crisis Management in the Automotive Industry with Perspectives From Accounting, Legal and Dealerships Around the Country,"](#) Webinar with Rosenfield & Co., July 22, 2020
- ["Legal Developments for Dealers in the Era of Covid-19,"](#) NCM Associates, DHG Dealerships and Haig Partners - Emerge Stronger Webinar Series, July 15, 2020
- ["AF COVID-19 Podcast: Mediation & Force Majeure,"](#) May 27, 2020
- ["AF COVID-19 Podcast: PPP Loan Forgiveness - What Dealers Need to Know,"](#) May 22, 2020
- ["California Local Orders for Face Covering and Health Screening Protocols,"](#) Arent Fox Alert, co-author, May 20, 2020
- ["Vehicle Dealership Operations Protocol for COVID-19,"](#) Arent Fox Alert, co-author, April 29, 2020
- ["Auto Sales Remain Subject to State and Local Orders Despite Designation as Essential by CISA,"](#) Arent Fox Alert, co-author, April 22, 2020
- ["Legal and Regulatory Implications of Online Sales – What Dealers Need to Know,"](#) National Automotive Dealers Association, Dealer Lifeline Webinar Series, April 15, 2020
- ["AF COVID-19 Podcast: Force Majeure, Impossibility, and Impracticability After Coronavirus,"](#) April 9, 2020
- ["No Change To PPP for Dealers Submitting with Franchise Identifier Codes,"](#) Arent Fox Alert, co-author, April 8, 2020
- ["AF COVID-19 Podcast: The CARES Act Investment in Health Care Workers,"](#) April 6, 2020
- ["AF COVID-19 Podcast: Business Interruption Coverage, Do You Have a Claim?,"](#) April 3, 2020
- ["AF COVID-19 Podcast: The CARES Act Makes Key Investments in TeleHealth & Medicare Reimbursements,"](#) April 2, 2020
- ["AF COVID-19 Podcast: Online Auto Sales in the Age of COVID-19,"](#) April 2, 2020
- ["Arent Fox Business Loan Task Force Webinar for Automobile Dealers,"](#) April 1, 2020
- ["AF COVID-19 Podcast: Securing CARES Act Business Loans,"](#) April 1, 2020
- ["The CARES Act: Considerations for Auto Dealerships During COVID-19 Pandemic,"](#) Arent Fox Alert, co-author, March 31, 2020
- ["AF COVID-19 Podcast: Employer Obligations Under the Proposed Families First Coronavirus Act \(H.R. 6201\),"](#) March 30, 2020
- ["AF COVID-19 Podcast: Auto Dealers & Stay at Home Orders,"](#) March 27, 2020
- ["Impact of State and Local Orders on California Car Dealers and Repair Facilities,"](#) Arent Fox Alert, co-author, March 26, 2020
- ["COVID-19 Update: Status of State and Local Orders,"](#) Arent Fox Alert, co-author, March 24, 2020
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- [“Online Vehicle Sales, Remote Selling and Home Delivery,”](#) Arent Fox Alert, co-author, March 24, 2020
- [“President Trump Signs Bipartisan Coronavirus Relief Bill,”](#) Arent Fox Alert, co-author, March 19, 2020
- [“Chinese Investor Relations Presentation,”](#) Los Angeles, CA, November 29, 2018
- “Ethics and Regulations: Who’s at the Wheel?” Los Angeles World Affairs Council’s “Future of the Automobile” Conference, Los Angeles, CA, May 3, 2018
- “Disruptive Influences in the Car Industry,” National Automobile Dealers Association Floor, Las Vegas, NV, March 23, 2018
- “Framework Agreements: The Financial Impact & Legal Issues,” National Association of Dealer Counsel Fall Conference 2017, Chicago, IL, October 23, 2017
- [“Privacy, cybersecurity, connected cars and driverless vehicles,”](#) *Westlaw Journal Automotive*, November 29, 2016
- “Disruption and The Future of the Automotive Industry,” Southern California Honda Dealer’s Conference, Santa Barbara, CA, July 23, 2016
- “Current Buy-Sell Environment,” 3rd Annual Dealership Buy/Sell Summit, Las Vegas, NV, March 30, 2016
- “Auto Distribution: Current Issues & Future Trends,” [FTC Workshop: Auto Distribution: Current Issues & Future Trends](#), Washington DC, January 19, 2016
- “Automotive Industry Legal Update: Recalls, Pay Plans, and Top Issues Facing Dealers,” Southern California Honda Dealer’s Conference, Newport Beach, CA, July 11, 2015
- “Recall Madness,” National Association of Dealer Counsel’s Fall Conference, Chicago, IL, October 27, 2014
- “Internet Advertising and Marketing,” National Association of Motor Vehicle Boards and Commissions’ 2014 Fall Workshop, San Diego, September 18, 2014
- “Recent Automotive Legal Trends: Technology, Recalls, Lawsuits & Arbitrations,” Southern California Honda Dealer’s Conference, Newport Beach, CA, July 12, 2014
- “CFPB activity should be a lesson for auto lending industry,” *Daily Journal*, co-written with Melanie Joo, June 30, 2014
- “Heroes, villains and Tesla’s dealer battles,” *Daily Journal*, April 18, 2014
- “What is an Autonomous Vehicle (AV)? Google’s prototype,” New Motor Vehicle Board’s 10th Industry Roundtable, Sacramento, CA, March 14, 2013
- “Avoid Fraud and Embezzlement in Your Dealership,” NADA Convention & Expo 2013, Orlando, Florida, February 8–11, 2013
- “‘Subtle’ Conflict of Interest in US-China Dispute at WTO,” *Daily Journal*, co-written with Nancy Noonan, October 8, 2012
- “International Dealerships,” National Association of Motor Vehicle Boards and Commissions’ 2012 Fall Workshop, Alexandria, VA, September 20, 2012
- “2012 Legal Forms and Update,” GM CFO 20 Group Conference, Dana Point, CA, July 2012
- “The Arent Fox and AAS New Laws Workshop,” Universal City, CA, June 19, 2012
- “Class Action/Employment,” 2012 8th Annual NADC Member Conference, Scottsdale, AZ, May 1, 2012
- “Woman Will Win in Small Claims Court, California Honda,” *VOA News*, February 8, 2012
- “Forward Trends with Dealer Presence on the Internet: Third Party Web Portals vs. Regulatory Hurdles,” 2011 National Association of Motor Vehicle Boards and Commissions Fall Workshop, Reno, NV, October 2011
- “Class Action Webinar,” May 26, 2011
- “Class Action Lawsuits: Proactive and Reactive Measures,” 2011 National Association of Dealer Counsel Annual Member Conference, Chicago, IL; April 4, 2011
- “Manufacturer/Distributor Pressure to Upgrade Facilities,” New Motor Vehicle Board’s Industry/Attorney Roundtable, Sacramento, CA; March 30, 2011
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- “Dealership Acquisitions and Due Diligence,” Los Angeles, CA, November 3, 2010
- “Risk Management,” Annual Conference of National Alliance of Auto Dealers Advisors, Dana Point, CA, November 1, 2009
- “The Future of UNICAP Compliance,” *Transmission*, co-written with Robin C. Gilden, October/November 2009
- “From Old to New – Regulation in a Post-Economic Collapse World,” Annual Conference of the National Association of Motor Vehicle Boards and Agencies, Charlotte, NC, October 4, 2009
- “Auto Industry Best Practices/Litigation Risk and Prevention,” Los Angeles, CA, September 22, 2009
- “Senate Bill 424, a Ray of Hope,” *Transmission*; July/August 2009
- “The Bankruptcy Weekly,” *National Association of Dealer Counsel*, co-written with Lawrence A. Katz, Stephen K. Gallagher, Victor P. Danhi, Melanie S. Joo, and Kristen E. Burgers, July 22, 2009
- “Auto Dealers’ Uphill Battle,” *Daily Journal*, July 20, 2009
- “What a Difference a Year Makes / New Opportunities in the Auto Industry,” Southern California Honda Dealers Conference, July 17, 2009
- “The Bankruptcy Weekly,” *National Association of Dealer Counsel*, co-written with Lawrence A. Katz, Melanie S. Joo, and Kristen E. Burgers, July 15, 2009
- “The Bankruptcy Weekly,” *National Association of Dealer Counsel*, co-written with Lawrence A. Katz, Kenneth J. Murphy, David C. Meyer, Kristen E. Burgers, and Melanie S. Joo, July 8, 2009
- “The Bankruptcy Weekly,” *National Association of Dealer Counsel*, co-written with Lawrence A. Katz, Rebecca M. Aragon, Kristen E. Burgers, and Melanie S. Joo, July 1, 2009
- “The Bankruptcy Weekly,” *National Association of Dealer Counsel*, co-written with Lawrence A. Katz, Kristen E. Burgers, and Melanie S. Joo, June 24, 2009
- “The Bankruptcy Weekly,” *National Association of Dealer Counsel*, co-written with Lawrence A. Katz, Melanie S. Joo, Kristen E. Burgers, and Kenneth J. Murphy, June 17, 2009
- “The Bankruptcy Weekly,” *National Association of Dealer Counsel*, co-written with Lawrence A. Katz, Dana C. Nifosi, Stephen K. Gallagher, Kristen E. Burgers, and Melanie S. Joo, June 10, 2009
- “The Bankruptcy Weekly,” *National Association of Dealer Counsel*, co-written with Lawrence A. Katz, Michael J. Volpe, and Kenneth J. Murphy, June 3, 2009
- “Bankruptcy, Employment and Franchise Issues,” Greater New York Auto Dealers’ Association, May 7, 2009
- “Dealers Beware: The Employee Free Choice Act and the RESPECT Act,” *Dealer Magazine*, Vol. 16, No. 1, co-written with Michael J. Volpe and Shaffin A. Datto, January 2009
- “Class Action Assessment & Prevention – Avoid the Lights Out Lawsuit” complimentary webinar, May 21, 2008
- “New York Legislature Takes Aim at Dealership Pay Plans,” *DealersEdge Car Dealer Insider*; May 15, 2008
- “Dissecting the LAW® 553-CA Retail Installment Sale Contract,” National Association of Dealer Counsel, Irvine, CA, February 28, 2008
- “Dealer Education as a Complement to the Agency’s Regulatory Role,” Fall Workshop of National Association of Motor Vehicle Boards and Commissioners, Portland, ME, October 21–24, 2007
- “Class Action Litigation,” Colorado Dealer Management and Leadership Summit, Denver, CO, August 15, 2007
- “Class Action Litigation Resulting from Non-Disclosure,” National Auto Industry Defense Counsel Meeting, Baltimore, MD, November 10, 2006
- “Class Action Litigation,” Recreational Vehicle Dealers’ Association Meeting, Rancho Mirage, CA, November 8, 2006
- “F&I Menus and the Car Buyer’s Bill of Rights,” *Transmission*, October 26, 2006
- “Pause in Auto Lease Action About to Come to an End,” *Los Angeles Daily Journal*, August 18,

2006

- “California Car Dealers Brace For Continuation of Auto Lease Test Case,” *DealersEdge Car Dealer Insider*, August 15, 2006

Bar Admissions

[California](#)

Court Admissions

[US District Court, Northern District of California](#)

[US Court of Appeals, 9th Circuit](#)

[US District Court, Central District of California](#)