

## Radius Law

Turning the traditional legal service model on its head is not a new concept for Radius Law – yet it appears to remain one step ahead of the curve as it traverses the ever-evolving automotive landscape.

Aside from other areas of expertise, Radius Law has a specialist focus on the automotive sector and boasts one of the largest automotive law teams in the UK.

Entering the law space as a virtual commercial firm back in 2013 – meaning its lawyers operate as remote specialists and thus without physical infrastructure – Radius Law was formed after founder Iain Larkins saw an opportunity to shake up the traditional law firm model.

Larkins is a former Mercedes-Benz UK Group General Counsel and Head of Compliance and was responsible for most of the group's UK business, including wholesale, retail and financial services.

After 14 years with the company, Iain wanted to offer his commercial advice and legal expertise in a straightforward manner without the 'jargon' as well as stripping out non-value-added costs. He also wanted fees to be agreed in advance rather than the traditional approach where costs are as long as a piece of string.



Iain Larkins, Founder of Radius Law



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Fast-forward eight years and Radius is the only law firm endorsed by the Motor Ombudsman data protection services. It works with automotive giants such as Toyota, Suzuki and Volvo to provide legal and commercial advice and channels the knowledge and experience of ex-general counsels of big brands such as Porsche, Mercedes-Benz, Renault and Vauxhall.

Utilising knowledge and feedback secured from clients at the forefront of internal legal challenges, Larkins envisaged a solution to change the game when it comes to agreeing contracts.

This effectively upended the centuries-old, adversarial model of each party having their own lawyer and led to the creation of a revolutionary new model of agreeing contracts called 'Radius Collaborate'.

In effect, the Radius Collaborate service provides one lawyer for both parties, who acts as a neutral mediator. This lawyer explains what needs to be documented, facilitates discussions and documents what is agreed.

The emphasis is on ensuring not only

transparency and clarity but also ease, efficiency and the appropriate amount of complexity, removing unnecessary components without skimping on the required legal detail.

Larkins said: “The traditional model of each party having its own lawyer to battle with the other is expensive. It also often creates confusion and sometimes leads to damaging business relationships before they have even begun.

“By simplifying the process, making it more collaborative and transparent, you avoid the tussle of lawyers arguing endless legal detail and large legal fees. In terms of pricing in this respect, this deliberately reflects the cost of using one lawyer to act for both parties. The fee is discussed up-front with the client and wherever possible, we'll provide a fixed fee.”

The Radius Collaborate model may arouse scepticism among legal traditionalists but it would not have come into being if Radius Law's most integral stakeholders had not asked for a simpler, pain-free option.

“This is where our genuine understanding

and cross-sectional knowledge can help our clients”, explained Larkins. “Part of our plan to innovate how we provide legal service included putting our time into all areas of the industry that we can touch.

“We do this by speaking at webinars such as for the Auto Retail Network, working with industry trade associations like the SMMT and anything else where we can listen to, and help, our clients.

“Radius Law's ultimate objective is to deliver practical, pragmatic, commercial and expert legal solutions and Radius Collaborate is another step towards providing just that.”

