

GA_P ADVISES HYUNDAI ON THE LAUNCH OF MOCEAN

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Gómez-Acebo & Pombo has advised Hyundai on the launch of its subscription service Mocean



Hyundai will launch a new proposal on an experimental basis in Barcelona, under the name of the Mocean project. It will offer vehicles with an initial subscription period of six months for a fee that will include all services. It will be halfway between purchasing and renting, but will be adapted to the new mobility demanded by citizens. The service is oriented to executives and commuters who are in the city for some months and need a car to get around and a three or four-year leasing or rental contract for that length of time is not the best option.

It is a system that prioritises flexibility for its customers, whose contracting process will be completely online. This pilot project will be used to test the system and its expansion to other Spanish and European cities will depend on its success.

Gómez-Acebo & Pombo advised Hyundai with a team formed by of counsel and head of the firm's automotive group Ainara Rentería (pictured left), together with Industrial/Intellectual property and Technology associates Bárbara Sainz de Vicuña (pictured top right) and Elisa Gómez Bernardo (pictured bottom right).