



Joseph S. Aboyoun

Partner

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Co-Chair of the firm's Automotive Practice and a seasoned business lawyer with over three decades of experience, Joe provides comprehensive legal counsel to clients in the automotive and related industries.

Joe began his legal career as a tax attorney, gaining a keen knowledge of the tax ramifications in a business transaction. He has become a skilled dealmaker and negotiator who is well known in Tri-State Area auto dealership circles for his personal approach and insider's understanding of the industry. Joe focuses his practice on representing clients in the purchase and sale of motor vehicle dealerships from start to finish, as well as updating finance agreements with lenders, handling franchise protests, franchise terminations, and other disputes that can arise.

He guides his clients in franchise system acquisition, franchise law compliance and dealer rights, licensing agreements and site control. Joe also has extensive experience resolving franchise disputes through applicable mediation processes.

Joe provides a personal touch for each deal he sees through, placing himself in the client's shoes. He stays up to date on the evolving laws affecting dealers to keep his clients current and helps them identify the proper business structure and funding strategy, craft partnership and ownership documents and prepare a wide variety of contracts and agreements.

His clients also benefit from his many contacts in the industry. Joe can help identify potential purchasers or sellers for transactions and has strong relationships with manufacturers and franchisors as well as reliable accountants, bankers and other service providers who are familiar with the industry.

Additionally, Joe advises dealers and owners of many closely held businesses on estate and succession planning matters including buy/sell agreements and estate tax reduction techniques.

Services

- Corporate
- Automotive
- Franchising & Distribution
- Trust & Estate Law & Administration
- Real Estate

Before Fox Rothschild

Prior to joining Fox Rothschild, Joseph was partner and co-founder of a boutique law firm focused on automotive law.

Beyond Fox Rothschild

Joe has written and spoken on a wide variety of topics for the National Association of Dealer Counsel (NADC) as well as the American Bar Association Forum Committee on Franchising. In addition, Joe teaches classes on buying and selling automotive dealerships. He is also a prolific writer and has been published many times, including the *Franchise Law Journal*, the *Automotive Buy Sell Report*, *New Jersey Lawyer* and *Greater New York Dealer Association*.

Bar Admissions

- New Jersey
- New York
- District of Columbia

Education

- New York University (LL.M. in Taxation)
- Western New England University School of Law (J.D.)
- Rutgers University (B.A.)

Memberships

- National Association of Dealer Counsel (NADC)
- American Bar Association Forum Committee on Franchising

Honors & Awards

- **Selected to the "Best Lawyers in America" list for Franchise Law, Real Estate Law and Tax Law in Morristown, NJ (2021-2026)**
This award is conferred by Best Lawyers. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.
- **Selected to the "AV Preeminent" list of rated attorneys**
This award is conferred by Martindale-Hubbell. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the New Jersey Supreme Court.

Publications

March 16, 2026

New Jersey Dealers: Prepare Now for April 1 Warranty Reimbursement Windfall

February 24, 2026

What Auto Dealers Need to Know About the 'No Tax on Overtime' Law

July 22, 2025

How to Capitalize on the Auto Loan Tax Deduction in the One Big Beautiful Bill

July 9, 2025

Sticker Shock at Closing Tables for Dealership Sellers

March 27, 2025

Driving Up Costs? Trump's New 25% Tariff Hits Imported Cars and Parts

January 28, 2025

In Victory for Auto Dealers, Federal Court Strikes Down FTC's CARS Rule

December 5, 2024

Auto Dealers Face Deadline to Submit Claims in \$129.5 Million Class Action Settlement

November 12, 2024

NADA Vows to Fight Scout Motors' Plans to Sell Electric Vehicles Direct-to-Consumer

July 31, 2024

Pennsylvania Auto Dealerships Should Prepare for Regulatory Changes

June 27, 2024

Navigating the CDK Global Ransomware Attack: Practical Guidance for Auto Dealerships

May 31, 2024

Mediating Automotive Franchise Disputes

National Association of Dealer Counsel

December 11, 2023

Truck Dealers: The Forgotten Child

November 14, 2023

Sellers Seeking Best Deal Should Focus on Terms and Price

Law360

September 25, 2023

Avoiding the 'Highest and Worst' Deal

July 2023

"Highest & Worst" Deal

March 2023

Dealer Succession

National Association of Dealer Counsel

2020

Encroachment Protection- a Double-Edged Sword

Greater New York Automobile Dealers Association's Services Guide

November 20, 2019

Consider an Employee Stock Option Plan Instead of Selling Your Dealership

Automotive Buy Sell Report

August 21, 2019

Anatomy of a Failed Buy-Sell

Automotive Buy Sell Report

May 15, 2019

Optimize Your Dealership Group's Value Through Strategic Buy Sells

Automotive Buy Sell Report

August 15, 2018

Exit Strategies: Non Traditional Buy-Sell Alternatives

Automotive Buy Sell Report

April 23, 2018

The Real Estate Component in Buy-Sells: The Elephant in the Room?

Automotive Buy Sell Report

March 14, 2018

Blue Sky: Much More Than a Numbers Game

Automotive Buy Sell Report

January 3, 2018

Properly Craft Non Compete Provisions in a Buy Sell Contract to Avoid Nightmares

Automotive Buy Sell Report

November 1, 2017

The Role of a Dealership Broker or Advisor in a Buy-Sell

Automotive Buy Sell Report

September 6, 2017

Turning a Dealership Sale Under Pressure Into an Opportunity

Automotive Buy Sell Report

July 19, 2017

Constant Vigilance of Both Parties' Obligations Can Ensure a Timely Dealership Closing

Automotive Buy Sell Report

April 26, 2017

The Buy-Sell Deals You May Want to Avoid

Automotive Buy Sell Report

March 2017

Navigating the ROFR Minefield

National Association of Dealer Counsel

March 1, 2017

Buy-Sells: Beyond the Basics

March 1, 2017

In a New York State of Mind: The New York Buy-Sell

January 15, 2017

The Undesirable Buyer, or Don't Approach Your Buy-Sell Like a Blind Date

Automotive Buy Sell Report

November 16, 2016

The Franchise Application: Danger Lurks in an Improperly Completed Document

Automotive Buy Sell Report

Fall 2016

The Franchisor's Right of First Refusal: An Automotive Industry Perspective

Franchise Law Journal

June 15, 2016

Parts and Accessories in Your Dealership Buy-Sell Agreement: The Optimum Approach

Automotive Buy Sell Report

March 23, 2016

Motor Vehicle Inventory Issues in Buy-Sells: How Real Value Can Be Gained or Lost

Automotive Buy Sell Report

January 20, 2016

Complex Issues Can Trip Up a Deal if Not Resolved When Selling a Dealership With Multiple Owners or Investors

Automotive Buy Sell Report