



ROBERT C. ASHLEY

Shareholder

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Robert Ashley practices in the areas of product liability, commercial litigation, insurance coverage and bad faith. He has defended manufacturers and other corporations against claims of catastrophic injury, litigated significant claims of property damage, and has evaluated complex insurance coverage issues arising from such cases.

FULL BIOGRAPHY

Robert Ashley represents insurance companies, manufacturers and other corporations in the areas of insurance coverage, insurance bad faith, product liability, commercial litigation, aviation, property damage, and personal injury. His product liability and personal injury experience extends to a wide variety of products and industries, including tires, semi-trailer trucks, heavy machinery, exercise equipment, golf cars, ice machines and children's toys.

Robert has worked extensively with experts in accident reconstruction, biomechanics and kinematics, forensic product failure, manufacturing and quality assurance to address complex issues of accident and injury causation as well as standard of care. His practice demands a high-level understanding of the scientific principles underlying these disciplines, and the ability to communicate those concepts so they will be accessible to a jury.

The personal injury claims Robert has defended include allegations of spinal cord injury, traumatic brain injury and wrongful death. He has worked with a variety of medical experts such as neurologists and orthopedic surgeons, as well as vocational experts, life care planners and economists to address significant claims of past and future medical treatment and loss of earning capacity. Robert has also evaluated complex claims of business valuation and loss of business or professional opportunities with the aid of forensic economists.

In addition, Robert examines coverage issues for insurance companies and assists them in navigating coverage and bad faith issues that arise under Arizona law. He evaluates and monitors litigation and trial for both primary and excess carriers, including evaluation of potential appellate issues. In this regard, Robert has participated as coverage counsel in catastrophic injury mediation where coverage issues significantly affect the overall value of the claims.

Robert also has extensive experience bringing and defending appeals, special actions and petitions for review to the Arizona Supreme Court. Through his appellate experience, Robert has developed insight into the key issues to focus on in litigation and the need to preserve those issues for appeal.

Since 2021, Robert has served as a judge pro tempore in the Maricopa County Superior Court to conduct Civil Department settlement conferences. This experience has deepened Robert's appreciation for the value of early case resolution, which translates into the legal counsel he provides to his clients.

Robert is a lifelong Arizonan who enjoys outdoor activities including hiking and kayaking, as well as cooking and spending time with his family.

EDUCATION

- University of Arizona Law School
 - Perry Rogers Scholar
 - National Moot Court Team
 - Morris K. Udall Inn of Court
 - Courtroom of the Future Project
- University of Arizona
 - Bachelor of Arts (English, Latin, Humanities)
 - Flinn Scholar
 - Honors English Program

BAR ADMISSIONS

- Arizona
- U.S. District Court for the District of Arizona
- Ninth Circuit Court of Appeals

JOINED FIRM

April 2024

PROFESSIONAL ASSOCIATIONS

- Maricopa County Bar Association
- Litigation Section, Board Chair, 2016-2017
- Coordinator, MCBA Trial Skills Institute, 2014

HONORS AND AWARDS

- Best Lawyers in America – Insurance Law – 2026
- Best Lawyers in America – Litigation-Insurance – 2026
- AV rated by Martindale Hubbell
- Southwest Super Lawyers (Insurance Coverage) (2025)
- Southwest Super Lawyers (Product Liability Defense) (2014-2019)
- Southwest Super Lawyers Rising Star (Product Liability Defense) (2012-2013)

PUBLISHED WORKS

- Co-author of Product Liability chapter, Arizona Tort Liability Handbook (State Bar of Arizona, 2012)
- “Enforcement of Liability Waivers for Recreational Activities,” Fall 2011 Newsletter, Arizona Association of Defense Counsel
- “State Farm Insurance Co. v. Premier Manufactured Systems, Inc.,” e-Common Defense (Arizona Association of Defense Counsel, May 2007)

PRESENTATION SPEECHES

- Linux in the Law Office, 2002 ABA Techshow

REPORTED DECISIONS

- Duncan v. Public Storage, Inc., 253 Ariz. 15 (App. 2022)
- Johnson v. Almida Land & Cattle Company, LLC, 241 Ariz. 30 (App. 2016), petition for review granted, rev’d and remanded (2018)