

The Belgian Competition Authority approves the acquisition of Vereno NV by BEE Dealer Holding BELUX NV

On 16 May 2022, the Belgian Competition Authority (BCA) approved the acquisition of Vereno NV and its subsidiaries Vereenoghe NV en Proot NV by BEE Dealer Holding BELUX NV.

The merger was notified on 3 May 2022. The application of the simplified procedure was requested.

Vereno NV is a holding company with no operational activities. Vereenoghe NV is active in the sale, repair, maintenance, leasing and rental of (new and second-hand) cars, LCVs and medium and heavy trucks for the Mercedes-Benz brand and has offices in Knokke-Heist, Bruges, Ypres, Jabbeke, Ostend, Roeselare, Tielt, Torhout en Veurne. Proot NV is active in the repair and maintenance of (new and second-hand) cars and LCVs for the Mercedes-Benz brand from its office in Knokke-Heist.

BEE Dealer Holding BELUX NV, the former Van Mossel Automotive Group 4 NV, is mainly active in Antwerp, Flemish-Brabant, Limburg en West-Flanders in the sale of cars, light commercial vehicles (LCVs) and trucks for the brands Peugeot, Citroën, DS, Opel, Alfa Romeo, Fiat, Abarth, Jeep, Nissan, Kia, Mercedes-Benz, Mercedes-Vans, Mercedes-Trucks, Volvo, Polestar, Jaguar, Land Rover, Ford, Hyundai, Maxus, Suzuki, Isuzu, MG, Volvo, Renault, Dacia. It is also active in operational leasing of cars, the sale of used cars and bodywork repair, as well as in certain financial services.

In its decision of 16 May 2022, the BCA finds that the conditions for the application of the simplified procedure are met and that the notified concentration does not give rise to any objections.

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The Belgian Competition Authority (BCA) is an independent administrative authority that contributes to the definition and implementation of competition policy in Belgium. Concretely, the BCA pursues anti-competitive practices, such as cartels and abuses of a dominant position, and reviews the main merger operations. The BCA cooperates with the other competition authorities of the member states of the European Union and the European Commission within the European Competition Network (ECN)