

The Belgian Competition Authority approves the acquisition of the dealership BMW Brussels by Louyet Brussels SA

The Investigation and Prosecution Service of the Belgian Competition Authority (BCA) has approved on 7 January 2021 the concentration by which the newly created Louyet Brussels SA acquires the main assets and liabilities of the BMW Brussels dealership.

The concentration was notified on 16 December 2020 and the application of the simplified procedure was requested.

Louyet Brussels is a limited liability company under Belgian law. It is part of the Louyet group, which operates five BMW and MINI dealerships in Belgium.

BMW Brussels is a BMW dealership located in Evere. BMW Brussels is a subsidiary of BMW Belgium Luxembourg SA, the importer of the BMW and MINI brands in Belgium and Luxembourg. BMW Belgium Luxembourg SA is a subsidiary of the German group BMW AG.

The Louyet Group and BMW Brussels are both active in Belgium in the retail trade of new and used cars and motorcycles of the BMW brand. They also offer maintenance, repair and bodywork services of the BMW brand and distribute spare parts in the dealerships where they are established.

In its decision of 7 January 2021, the BCA finds that the conditions for the application of the simplified procedure are met and that the notified merger does not raise any objection.

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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)