

The Belgian Competition Authority approves the acquisition of six Ginion Group companies by the Louyet group

On 25 February 2022 the Belgian Competition Authority (BCA) has approved the concentration by which L. Louyet S.A. (hereinafter "the Louyet group") intends to acquire sole control of the BMW, MINI, Rolls-Royce, McLaren and rental activities of Ginion Group.

The Louyet group operates six BMW and MINI dealerships located in Charleroi, La Louvière, Mons, Sambreville, Sint-Pieters-Leeuw and Evere.

The transaction concerns the BMW and MINI dealerships (located in Wavre, Waterloo and Overijse), Rolls-Royce (Overijse) and McLaren (Waterloo) of Ginion Group. The Louyet group also acquires Ginion Used Cars, which is active in the sale of used BMW-MINI cars, and Ginion Rent, which is active in car rental.

Ginion Group also operates dealerships of other car brands which are not part of the scope of the transaction.

The parties' activities overlap in the markets for the sale, servicing and repair of BMW and MINI cars and motorbikes, as well as for bodywork services and spare parts distribution.

The merger was notified on 9 February 2022 and the application of the simplified procedure was requested.

In its decision of 25 February 2022, 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)