

The Belgian Competition Authority approves the acquisition of Mercedes-Benz Antwerpen NV/SA by Hedin Automotive Belgium AB

On 14 July 2022, the Belgian Competition Authority (BCA) approved the acquisition of Mercedes-Benz Antwerpen NV/SA (“Mercedes-Benz Antwerpen”) by Hedin Automotive Belgium AB (“Hedin Automotive”).

The merger was notified on 1st July 2022. The application of the simplified procedure was requested.

Mercedes-Benz Antwerpen is an authorized integrated dealer and repairer of the Mercedes-Benz Group for the brands Mercedes-Benz and Smart. Mercedes-Benz Antwerpen consists of branches located in Borgerhout, Linkeroever, Schilde and Antwerp.

Hedin Automotive is wholly owned by Hedin Group AB, which operates 15 branches in Belgium. These branches are located in the provinces of Antwerp, East Flanders and Flemish Brabant, where they operate as authorized Mercedes-Benz dealers and/or repairers of (new and/or second-hand) cars and/or LCVs and/or trucks of the Mercedes-Benz and/or Smart brands.

In its decision of 14 July 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.

More specifically, the BCA concludes that there are sufficient options for consumers for the purchase and maintenance of Mercedes-Benz and Smart passenger cars. This is also the case in the Antwerp region where the activities of the companies overlap.

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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)