

PRESS RELEASE

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The Belgian Competition Authority approves the merger of BMW / MINI dealer groups Jorssen, Beliën and Sneyers

On 11 August 2023 the Belgian Competition Authority (BCA) approved the merger of the BMW/MINI-dealer groups Jorssen, Beliën and Sneyers whereby the commercial activities of the groups are brought in a mergerentity under the sole control of Mr Jan Adriaenssens (Jorssen group).

The concentration was notified on 24 July 2023 and the application of the simplified procedure was requested.

Jan Adriaenssens controls the Jorssen group, a BMW / MINI dealer group, through the holding company Adriaenssens Management en Beheer Holding NV, a Belgian company with registered office at 2970 Schilde, Breeveldpad 11 and with company number 0446.257.804. Jorssen group operates three BMW / MINI official dealers (Jorssen Zuid NV, Jorssen Noord NV, Antwerp Store South NV) and two bodywork sites (Carrosserie Zuid NV and Carrosserie Noord NV) in the province of Antwerp.

The Beliën Group is controlled by Palubel NV, a Belgian company with registered office at 3910 Pelt, Hamonterweg 100 and with company number 0458.551.662. Beliën group operates two officials BMW / MINI dealers (Beliën Neerpelt NV and Beliën Lommel NV) and a bodywork site (Beliën Autoschade N.V.) in the province of Limburg.

The Sneyers group is controlled by F.L.P. BV, a Belgian company with registered office at 2200 Herentals, Toekomstlaan 12 and with company number 0536.530.952. The group operates an official BMW /MINI dealer (Sneyers NV) in the province of Antwerp.

The activities overlap in the provinces of Antwerp and Limburg and concern the markets for (i) the sale of new and used passenger cars and light commercial vehicles, (ii) the maintenance and repair of passenger cars and light commercial vehicles, (iii) body repair work for passenger cars and commercial vehicles, and (iv) the sale of spare parts for passenger cars and light commercial vehicles.

In its decision of 11 August 2023, the BCA found that the conditions for the application of the simplified procedure are fulfilled and that the notified concentration did not raise 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)