

Belgian Competition Authority approves the acquisition of Peter Daeninck NV and Daeninck NV's goodwill by HEAX NV

On 21 September 2023, the Belgian Competition Authority (BCA) approved the acquisition of Peter Daeninck NV and Daeninck NV's goodwill by HEAX NV.

The concentration was notified on 4 September 2023 and the application of the simplified procedure was requested.

HEAX NV is active in the car distribution sector concerning the brands BMW and MINI and general mobility with branches in Brussels (Jette), Dendermonde and Puurs. HEAX NV holds shares in a number of subsidiaries, some of which are active in the sale of new- and second-hand cars for the BMW and MINI brands and which are also responsible for the maintenance and repair of these brands.

Peter Daeninck NV is a company that operates a BMW concession in Sint-Martens-Latem. The BMW concession also includes activities for the MINI brand.

Daeninck NV is a company operating a BMW concession in Oudenaarde. The BMW concession also includes activities for the MINI brand.

The parties' activities overlap on the markets for (i) retail of new and used passenger cars under the BMW concession, (ii) car servicing and repair for the BMW and MINI brands, (iii) body repair market, and (iv) spare parts sales for MINI and BMW.

In its decision of 21 September 2023, the BCA finds that the conditions for the application of the simplified procedure were met and that the notified concentration does not raise any objections.

For more information you may contact:

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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)