C/2026/2993

1.6.2026

Prior notification of a concentration

(Case M.12412 – INCHCAPE / SILVER STAR)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2026/2993)

1. On 22 May 2026, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— Inchcape International Holdings Limited ('Inchcape', United Kingdom),

— Silver Star Motors EAD, Silver Star Retail EAD, Silver Star Premium Mobility EAD, and Silver Star Real Estate EOOD (together 'Silver Star', Bulgaria), controlled by Silver Star Motors Holding Limited (United Kingdom).

Inchcape will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of Silver Star.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are the following:

— Inchcape is a multinational automotive company that markets the Toyota and Lexus brands on wholesale and retail level; distributes used vehicles; and acts as an insurance broker,

— Silver Star is the general distributor in Bulgaria for the Mercedes-Benz brand, responsible for wholesale and retail throughout the country.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

Pursuant to the Commission Notice on a simplified treatment for certain concentrations under Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings ([2]), it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

4. The Commission invites interested third parties to submit their possible observations on the proposed concentration to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.12412 – INCHCAPE / SILVER STAR

Observations can be sent to the Commission by email or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 160, 5.5.2023, p. 1.