Prior notification of a concentration

(Case M.8744 — Daimler/BMW/Car Sharing JV)

(Text with EEA relevance)

(2018/C 344/06)

1. On 17 September 2018, 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:

— Bayerische Motoren Werke Aktiengesellschaft (including its subsidiaries; 'BMW', Germany),

— Daimler AG (including its subsidiaries; 'Daimler', Germany).

BMW and Daimler acquire within the meaning of Articles 3(1)(b) and 3(4) of the Merger Regulation joint control of six joint ventures which will be active in the field of mobility services, namely car sharing services (DriveNow and car2go), ride hailing services (Intelligent Apps GmbH incl. mytaxi), parking services (Parkmobile/ParkNow), charging services (ChargeNow) as well as other (on-demand) mobility services (ReachNow and moovel).

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for BMW: with the trademarks BMW, Rolls Royce and MINI, manufacturing of passenger cars and motorcycles worldwide as well as a provider of premium services in the field of individual mobility headquartered in Munich, Germany.

— for Daimler: with its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, development, manufacturing and distribution of automotive products, mainly passenger cars, trucks, vans and buses.

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.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation 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.8744 — Daimler/BMW/Car Sharing JV

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

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

Fax +32 22964301

Postal address:

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Directorate-General for Competition
Merger Registry
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([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').