EUROPEAN COMMISSION

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PUBLIC VERSION

To the notifying parties

Subject: **Case M.8906 - GOODYEAR / BRIDGESTONE / TIREHUB**
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004[1] and Article 57 of the Agreement on the European Economic Area[2]

Dear Sir or Madam,

1. On 7 May 2018, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Goodyear Tire & Rubber Company (United States) and Bridgestone Corporation (Japan) acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of TireHub LLC. The concentration is accomplished by way of purchase of shares in a newly created company constituting a joint venture.[3]

2. The business activities of the undertakings concerned are:

   – Goodyear is a US-based manufacturer and distributor of tyres and related products and services, active worldwide,

   – Bridgestone is a Japanese corporation which is active worldwide in the manufacture and sale of tyre and rubber products,

   – TireHub will combine the US tyre wholesale distribution businesses of Bridgestone and Goodyear to offer wholesale, distribution and delivery services to customers across a broad range of products and an expanded network of locations across the US.

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1 OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation'). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ('TFEU') has introduced certain changes, such as the replacement of 'Community' by 'Union' and 'common market' by 'internal market'. The terminology of the TFEU will be used throughout this decision.

2 OJ L 1, 3.1.1994, p. 3 (the 'EEA Agreement').

3 Publication in the Official Journal of the European Union No C 171, 18.05.2018, p. 15.

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3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(a) of Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.[4]

4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation and Article 57 of the EEA Agreement.

For the Commission

(Signed)
Johannes LAITENBERGER
Director-General

4 OJ C 366, 14.12.2013, p. 5.