C/2024/6772

5.11.2024

**Prior notification of a concentration**

**(Case M.11769 – VMAG / NOA)**

**Candidate case for simplified procedure**

**(Text with EEA relevance)**

(C/2024/6772)

1. On 23 October 2024, 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:

— Van Mossel Automotive International B.V. ('VMAG'), the Netherlands,

— Nord-Ostsee Automobile SE & CO. KG ('NOA'), Germany.

VMAG will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of NOA.

The concentration is accomplished by way of purchase of shares.

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

— VMAG is active in the sale of new and used passenger cars and light commercial vehicles of various brands via sales locations in the Netherlands, Belgium, France, Luxembourg, Germany, the UK and Denmark. VMAG also owns damage repair shops across Belgium and the Netherlands. In addition, VMAG offers related services (such as car rental, financial leasing and operation leasing) and is present on the aftermarket for the sale of original equipment parts and accessories,

— NOA is active in the sale of new and used passenger cars and light commercial vehicles. NOA also offers maintenance and repair works for passenger cars as well as trucks. In addition, NOA offers related services (such as car rental) and is present on the aftermarket for the sale of original equipment parts and accessories.

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 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.11769 – VMAG / NOA

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

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

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