Official Journal
of the European Union

EN
C series

C/2026/4077

24.7.2026

Prior notification of a concentration

(Case M.12503 – GAHL / MERCEDES-BENZ (CERTAIN ASSETS))

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2026/4077)

1. On 15 July 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:

— Global Auto Holdings (Topco) Limited ('GAHL', United Kingdom), wholly owned and controlled by Kuldeep Billan,

— Mercedes-Benz (Certain Assets) AG ('the Target', Germany), controlled by Mercedes-Benz Group AG (Germany).

GAHL will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the Target.

The concentration is accomplished by way of purchase of assets.

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

— GAHL is active in the wholesale distribution of passenger cars (PCs) and light commercial vehicles (LCVs) and spare parts of various brands in Denmark and Sweden, as well as in the retail distribution of new and used PCs and LCVs and spare parts via sales locations in the United States, Canada, UK, Ireland and Sweden. It offers also maintenance, repair and aftersales services in Ireland and Sweden,

— The Target is active in the retail distribution of new PCs and LCVs sold under the brands Mercedes Benz and smart, used PCs and LCVs, and spare parts in Germany. It also offers maintenance and repair services as well as car rental services.

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.12503 – GAHL / MERCEDES-BENZ (CERTAIN ASSETS)

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.

Postal address:

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