



**Korea Automobile Manufacturers Association**

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29 July 2008

Mr. Philip Lowe  
Directorate General for Competition  
European Commission  
B-1049 Brussels  
Belgium

Dear Mr. Lowe

**KAMA comments on the Commission's Evaluation Report  
on the Block Exemption Regulation**

KAMA in general welcomes the findings of the Commission's Evaluation Report on Block Exemption Regulation. The Report does well reflect the recent developments of motor vehicle distribution and servicing in the EU markets.

Still we would like to point out that we are of the opinion that the possibility of dealers to sell brands of competing manufacturers within the same showroom remains a vital element for foreign manufacturers. This multibranding has not only played an important role in ensuring equal access to the European market for all manufacturers, but remains very important as there are a number of regions where the dealers are mostly multifranchised. So, the possibility to restrict multibranding could lead to the result that the resident manufacturers are using their advantageous position while displacing foreign brands from the market presence in the regions.

Therefore we would like to emphasize that in particular foreign manufacturers may still rely on the possibility of dealers to sell a number of different brands and that the possibility to restrict multibranding could be used unfavorably for foreign manufacturers.

Yours sincerely,

Moon Hoh  
Executive Vice Chairman