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COMP/M.5069 - TATA MOTORS/ JAGUAR/ LAND ROVER

SECTION 1.2

Description of the concentration

The notified transaction entails the proposed acquisition by Tata Motors Limited ("**Tata Motors**") of the Jaguar and Land Rover businesses ("**JLR**") from Ford Motors Company. Tata Motors will acquire outright ownership and sole control of JLR, by the acquisition of a combination of shares and assets. The transaction is conditional, among others, on obtaining merger control clearance under the Merger Regulation.

Tata Motors is based in India and manufactures and supplies passenger cars, commercial vehicles and buses, primarily in India. It achieves some 89% of its turnover in India and its supply of vehicles in the EEA is limited to the supply of a small volume of light commercial vehicles and passenger cars in a small number of Member States.

Jaguar is a manufacturer of mainly luxury passenger cars, which was acquired by Ford in 1989. Land Rover is a manufacturer of mainly sports utility vehicles (SUVs), which was acquired by Ford from BMW in 2000.

Tata Motors considers that the proposed concentration is suitable for treatment under the Commission's simplified procedure for treatment of certain concentrations. The transaction will not result in a significant impediment to effective competition, on the basis that, whatever definition of the market were adopted, including segmentations previously considered by the Commission but not adopted, the parties' combined market shares are small.