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**M.8744 - DAIMLER / BMW / CAR SHARING JV**

**SECTION 1.2**

**Description of the concentration**

On 17 September 2018, The Commission has received notification of a proposed concentration regarding the establishment of six joint ventures (the "JVs") by Bayerische Motoren Werke Aktiengesellschaft ("**BMW**") and Daimler AG ("**Daimler**"). The JVs will be active in the field of mobility services, namely car sharing services (DriveNow and car2go), ride hailing services (Intelligent Apps GmbH), parking services (Parkmobile/ParkNow), charging services (ChargeNow) as well as other (on-demand) mobility services (ReachNow and moovel). BMW and Daimler will jointly control the JVs within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation.

The primary business activities of the undertakings concerned are:

- **BMW:** With the trademarks BMW, Rolls Royce and MINI, BMW is one of the most successful manufacturers of passenger cars and motorcycles worldwide as well as a provider of premium services in the field of individual mobility headquartered in Munich, Germany. Passenger cars include plug-in hybrid vehicles and electric vehicles.
- **Daimler:** Daimler with its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, is a publicly listed company duly established under German law with its registered headquarter in Stuttgart, Germany. Daimler is globally active in the development, manufacturing and distribution of automotive products, mainly passenger cars, trucks, vans and buses. The Mercedes-Benz Car division sells passenger cars under the Mercedes-Benz and 'smart' brands. Daimler Financial Services supports the sales of vehicles worldwide. Its product and services portfolio consists of tailored financing and leasing packages for dealers and customers, as well as financial services such as insurance brokerage, investment products, credit cards, and full fleet management and leasing services.