

***Case No COMP/M.5069 -  
TATA MOTORS /  
JAGUAR / LAND  
ROVER***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004  
MERGER PROCEDURE**

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Article 6(1)(b) NON-OPPOSITION  
Date: 25/04/2008

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 25/IV/2008

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PUBLIC VERSION

MERGER PROCEDURE  
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

To the notifying party

Dear Madam(s) and/or Sir(s),

**Subject: Case No. COMP/M.5069 – TATA MOTORS/ LAND ROVER/ JAGUAR  
Notification of 26 March 2008 pursuant to Article 4 of Council Regulation (EC)  
No. 139/2004<sup>1</sup>  
Publication in the Official Journal of the European Union No. C 84 of 03 April  
2008, page 17.**

1. On 26 March 2008, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No. 139/2004 by which by which the undertaking Tata Motors Limited ("Tata Motors", India) acquires within the meaning of Article 3(1)(b) of the Council Regulation control of the Jaguar and Land Rover business, ("JLR") from the Ford Motor company ("Ford, USA") by way of purchase of shares and assets.
2. The business activities of the undertakings concerned are:

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<sup>1</sup> OJ L 24, 29.1.2004 p. 1

- for Tata Motors: manufacturing of passenger cars, commercial vehicles and buses, primarily in India, and some limited sales of light commercial vehicles and passenger cars in the EEA;
  - for JLR: Jaguar, which was acquired by Ford in 1989, is a manufacturer of mainly luxury passenger cars. Land Rover, which was acquired by Ford from BMW in 2000, is a manufacturer of mainly sports utility vehicles (SUVs).
3. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EC) No. 139/2004 and of paragraph 5, subparagraph c of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No. 139/2004<sup>2</sup>.
  4. For the reasons set out in the Notice on a simplified procedure, the Commission has decided not to oppose the notified operation and to declare it compatible with the common market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of Council Regulation (EC) No. 139/2004.

For the Commission  
(signed)  
Philip LOWE  
Director General