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M. 10334 – BMW / DAIMLER / BP / DIGITAL CHARGING SOLUTIONS

SECTION 1.2

Description of the concentration

The Commission has received notification of a proposed concentration regarding the acquisition of joint control within the meaning of Article 3(1)(b) and Article 3(4) of the Merger Regulation by Bayerische Motoren Werke Aktiengesellschaft (Germany; together with its subsidiaries, "**BMW**") and Daimler AG (Germany; together with its subsidiaries, "**Daimler**") and BP Europa SE (Germany; together with its group companies, "**bp**") over Digital Charging Solutions GmbH (Germany; together with its subsidiary, the "**JV**"). The JV is active as an electric mobility services provider, offering subscription services for public EV charging stations and operating under the brand name CHARGE NOW. bp will acquire c.33.3% of the shares in the JV and enter as a third controlling shareholder in the JV. bp, BMW and Daimler will therefore acquire joint control of the JV as a result of the proposed concentration.

The primary business activities of the undertakings concerned are as follows:

- **BMW:** With the trademarks BMW, MINI, Rolls Royce and BMW Motorrad, BMW is one of the most successful manufacturers of passenger cars and motorcycles active worldwide, as well as a provider of premium services in the field of individual mobility. Passenger cars include plug-in hybrid vehicles and battery-electric vehicles.
- **Daimler:** Daimler is active globally in the development, manufacturing and distribution of automotive products, primarily passenger cars, trucks, vans and buses. Within the Daimler group, Mercedes-Benz AG is responsible for the global business of Mercedes-Benz Cars and Mercedes-Benz Vans and focuses on the development, production and sales of passenger cars (including plug-in hybrid vehicles and battery-electric vehicles), vans and services. Daimler Truck AG comprises the production and sale of commercial vehicles. Daimler Mobility AG focuses on financial and mobility solutions. Services range from rental, leasing, and financing offers to innovative fleet services, insurance, e-Payment platforms and investments in app-based mobility solutions such as car sharing, Mobility-as-a-Service (MaaS) and ride-hailing.
- **bp:** BP Europa SE is a subsidiary within the bp group. The bp group, whose ultimate parent company is BP p.l.c. (UK), is an integrated energy company with operations in Europe, North and South America, Australasia, Asia and Africa. The bp group's activities focus on four business areas: (i) production and operations of hydrocarbons (oil and gas); (ii) customers and products (which is growing bp's convenience and mobility offering for customers); (iii) gas and low carbon energy (including

renewables and integrated gas); and (iv) innovation and engineering for driving digital transformation.

- **JV:** The JV is active in the development, marketing and the distribution of products and services in the field of mobility, offering information services and access technology to charging infrastructure for battery-electric and plug-in hybrid vehicles. It is further active in the distribution and purchase of electricity at charging points for battery-electric and plug-in hybrid vehicles, and services for the operation of charging stations for battery-electric and plug-in hybrid vehicles. The JV is asset-light and enables the back-end digital integration of e-mobility assets, predominately for white label products (B2B2C) for OEMs and fleet customers. The JV is primarily active in the EEA