



EUROPEAN COMMISSION
DG Competition

Case M.10787 - SONY / HONDA / JV

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 26/07/2022

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PUBLIC VERSION

Sony Group Corporation
7-1, Konan 1-chome
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Tokyo 108-0075
Japan

Honda Motor Co., Ltd.
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Minato-ku
Tokyo 107-8556
Japan

**Subject: Case M.10787 – SONY / HONDA / JV
Commission decision pursuant to Article 6(1)(b) of Council Regulation
(EC) No 139/2004¹ and Article 57 of the Agreement on the European
Economic Area²**

Dear Sir or Madam,

1. On 1 July 2022, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertakings Sony Group Corporation (“Sony”, Japan) and Honda Motor Co., Ltd. (“Honda”, Japan) will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control over a newly created company (“JV”, Japan), by way of purchase of shares.³
2. The business activities of the undertakings concerned are the following:
 - Sony is active globally in the businesses for electronics products, games (e.g., game consoles and software), entertainment services, and financial services,

¹ OJ L 24, 29.1.2004, p. 1 (the ‘Merger Regulation’). With effect from 1 December 2009, the Treaty on the Functioning of the European Union (‘TFEU’) has introduced certain changes, such as the replacement of ‘Community’ by ‘Union’ and ‘common market’ by ‘internal market’. The terminology of the TFEU will be used throughout this decision.

² OJ L 1, 3.1.1994, p. 3 (the ‘EEA Agreement’).

³ Publication in the Official Journal of the European Union No C 263, 8.7.2022, p. 22.

- Honda is active globally in four main areas: automobiles, motorcycles, financial services, and power products.
- 3. The JV is a greenfield joint venture that will design, develop, produce, market, and sell high value-added battery electric vehicles.
- 4. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(a) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.⁴
- 5. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation and Article 57 of the EEA Agreement.

For the Commission

(Signed)
Olivier GUERSENT
Director-General

⁴ OJ C 366, 14.12.2013, p. 5.