

27 April 2017: Construction and distribution of camper vans, caravans and mobile homes

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The *Autorité de la concurrence* clears the acquisition of the Adria Mobil company by Trigano

Trigano notified the *Autorité de la concurrence* on 15 March 2017 of its intention to acquire the Adria Mobil company.

Following an examination of the effects of the transaction on the construction and distribution of leisure accommodation vehicles (camper vans, caravans and mobile homes), the *Autorité* cleared the operation which does not raise competition issues.

Trigano and Adria Mobil are both active on the construction and distribution of leisure accommodation vehicles markets

Trigano is mostly active on the construction and distribution of leisure accommodation vehicles in Western Europe. It produces and markets its leisure accommodation vehicles under different brands (Chausson, Autostar, Notin, Caravelair, Sterckeman, etc.) via a network of independent distributors.

Adria Mobil is also specialized in construction and distribution of leisure accommodation vehicles in Europe (Adria, Sunliving and Sunroller).

After proceeding to an analysis, the *Autorité* has found that the transaction is not likely to harm competition

If the parties to the operation hold limited positions on the construction and distribution markets of caravans, the acquisition has the effect of bringing the

first camper van constructors in France closer to the fifth market player and enabling Trigano to add brands to its portfolio of camper vans.

However, the *Autorité* considered that the operation was not liable to have anticompetitive effects, in view of the combined market shares of the parties which do not exceed 50% and the competitive pressure exerted by the other main camper van constructors (Hymer, Rapido and Pilote).

Further, in view of the distribution conditions of the Adria Mobil camper van brands in France, the operation will not enable the new entity to exclude its main competitors from the markets by potentially setting up a distribution network and/or exclusive supply at the expense of its distributors.

Finally, the *Autorité* ruled out any risk to competition which could result from a concerted conduct by the main market stakeholders, from a lack of transparency in the market, and from the existence of several smaller operators.

> The full text of the decision 17-DCC-53 of 27 April 2017 regarding the exclusive acquisition of the company Adria Mobil by the company Trigano

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