Shepparton Automotive Group - Darryl Twitt Motors dealerships in Shepparton East, Victoria

MN - 45030

Phase 1 Determination

Acquisition may be put into effect

27 October 2026

1. Determination and statement of reasons

Notified acquisition	Jasnic Automotive Pty Ltd trading as Shepparton Automotive Group (**SAG**) proposes to acquire the business assets of Goulburn Motor Group (Vic) Pty Ltd trading as Darryl Twitt Motors (**DTM**) (together, the **Parties**), by way of a business sale agreement (the **Acquisition**).
Determination	The Australian Competition and Consumer Commission has determined under section 51ABZE(1) of the *Competition and Consumer Act 2010* (Cth) that the Acquisition may be put into effect.
Parties to the Acquisition	The acquirer, SAG, operates 3 new car automotive dealerships at a single site located at 80 Benalla Rd, Shepparton, Vic. It supplies new vehicles as the authorised representative for Hyundai, Mitsubishi, and Suzuki, and associated vehicle servicing. SAG also supplies used vehicles and vehicle financing. SAG supplies genuine parts to consumers as part of any scheduled services performed by the dealership. The target, DTM, operates 8 new car dealerships at 2 sites located at 325-329 Midland Highway, Shepparton East, Vic and 2-8 Carroll Road, Shepparton East, Vic. It supplies new vehicles as the authorised representative for Ford, Honda, Volkswagen, Audi, BYD, Geely, Land Rover, and LDV, and associated vehicle servicing. DTM also supplies used vehicles, spare parts, and vehicle financing, as well as servicing for Skoda vehicles.
Overlap and relationship between the Parties	The Parties overlap in Shepparton and surrounding areas in the supply of: • new cars • used cars • car servicing and repairs • OEM spare parts • vehicle financing. SAG and DTM do not overlap on an intra-brand basis. Further, DTM's Land Rover and LDV sales, service, and parts businesses are not included in the Acquisition.
Reasons for determination	When making a determination in Phase 1, the Australian Competition and Consumer Commission (**ACCC**) undertakes a competition assessment and considers whether it is appropriate for an acquisition to be approved or subject to further assessment in Phase 2 in accordance with section 51ABZJ of the *Competition and Consumer Act 2010* (Cth) (the **Act**). In doing so, the ACCC must have regard to the object of the Act and all relevant matters, including the interests of consumers. For more information about the ACCC's approach to considering notified acquisitions, see the ACCC's merger assessment guidelines and interim merger process guidelines. In conducting its competition assessment, the ACCC has considered the information and documents that were submitted with the notification form and third-party feedback.

	The ACCC has determined that the Acquisition may be put into effect as it considers that the Acquisition would be unlikely to have the effect of substantially lessening competition in any relevant market. In reaching its decision, and based on the material before it, the ACCC makes the following findings. <u>Regarding the supply of new cars:</u> • SAG would continue to face competition from multiple alternative suppliers of new cars on an inter-brand basis within Shepparton, as well as on both an intra-brand and inter-brand basis in areas surrounding Shepparton. <u>Regarding the supply of used cars:</u> • SAG would continue to face competition from multiple alternative suppliers of used cars. <u>Regarding the supply of car servicing and repairs and OEM spare parts:</u> • SAG and DTM are not close competitors in the supply of car servicing and repairs and OEM spare parts because they do not overlap on an intra-brand basis, and dealerships generally provide these services and parts only for the OEM brands they supply. <u>Regarding the supply of automotive finance services;</u> • SAG would face competition from multiple alternative suppliers of automotive finance services.
Applications for review	A notifying party, or other person who has been allowed to do so by the Australian Competition Tribunal, may apply for review if they are dissatisfied with the determination. Pursuant to section 100C of the Act, applications for review of the determination are to be made to the Australian Competition Tribunal before the end of 14 calendar days after this statement of reasons was included on the ACCC's Acquisitions Register. To confirm whether there has been any application for review, please contact the Australian Competition Tribunal.

Determination made by Commissioner Williams pursuant to a delegation under section 25(1) of the Act