

**ACQUISITION BY STEVEN EAGELL LIMITED OF 7 TOYOTA DEALERSHIPS AND 2 LEXUS DEALERSHIPS FROM LANCASTER MOTOR COMPANY**

**Variation Order made by the Competition and Markets Authority pursuant to section 72(4)(b) of the Enterprise Act 2002 (the Act)**

Whereas:

- (a) the Competition and Markets Authority (**CMA**) made an initial enforcement order pursuant to section 72(2) of the Act in relation to the acquisition by Steven Eagell Limited (**Steven Eagell**) of 7 Toyota dealerships and 2 Lexus dealerships within the Cambridgeshire, Essex and Suffolk areas (**T&L**), (the Merger) on 3 March 2016 (the Initial Enforcement Order);
- (b) the CMA considers that, based on the evidence it has received in its assessment of the Merger to date, it is appropriate to vary the Initial Enforcement Order because the dealership Lancaster Toyota Colchester, Axial Way, Colchester, Essex, C04 5XD and Steven Eagell have not yet ceased to be distinct.

For the purpose of varying the Initial Enforcement Order the CMA hereby makes the following order pursuant to section 72(4)(b) of the Act, addressed to Steven Eagell (the Variation Order).

1. The Initial Enforcement Order is varied to amend '**T&L**' as follows:  
  
'**T&L**' means the 6 Toyota dealerships and 2 Lexus dealerships listed in Annex 2 and acquired from Lancaster Motor Company on or around 24 February 2017
2. The Initial Enforcement Order is varied to amend Annex 2 as follows:

## **List of acquired dealerships**

1. Lancaster Toyota Cambridge, Number One Norman Way, Coldhams Lane, Cambridge, Cambridgeshire, CB1 3LH
2. Lancaster Toyota Chelmsford, Hedgerows Business park, Colchester Road, Chelmsford, Essex, CM2 5PF
3. Lancaster Toyota Ipswich, 1 Augusta Close, Ipswich, Suffolk, IP3 9SS
4. Lancaster Toyota Rayleigh, Arterial Road, Rayleigh, Essex, SS6 7UQ
5. Lancaster Toyota Romford, Gallows Corner, A127 Southend Arterial Road, Romford, Essex, RM4 0DZ
6. Lancaster Toyota St Ives, Ramsey Road, St Ives, Cambridgeshire PE27 5RE
7. Lancaster Lexus Cambridge, Number One Norman Way, Coldhams Lane, Cambridge, Cambridgeshire, CB1 3LH
8. Lancaster Lexus Ipswich, 1 Augusta Close, Ipswich, Suffolk, IP3 9SS

Accordingly, with effect from the date of this Variation Order the dealership Lancaster Toyota Colchester, Axial Way, Colchester, Essex, C04 5XD is not subject to the Initial Enforcement Order since this aspect of the transaction remains anticipated and final completion is subject to certain conditions being satisfied.

**Greg Bonné**  
**Assistant Director, Mergers**  
**7 March 2017**