



**FOR IMMEDIATE RELEASE  
29 JANUARY, 2018**

### **Tribunal approves Unitrans Automotive merger with Action Ford dealership business**

The Competition Tribunal has conditionally approved a merger whereby Unitrans Automotive, wholly owned by Steinhoff International Holdings Limited, acquires Action Ford's vehicle dealership business.

The merging parties has given an undertaking that there would be no retrenchments for a period of two years from the implementation date.

Unitrans Automotive controls a number of entities and is active in the sale of new and pre-owned vehicles, parts and accessories and after-market service. In addition, Unitrans Automotive also assists customers with acquiring consumer credit, insurance products, fleet management services and car rental. Its dealerships comprise of numerous vehicle brands including Ford.

Action Ford controls no other firm and operates five Ford vehicle dealerships located in Gauteng, North-West and Western Cape. Action Ford only retails Ford vehicles.

Its key service offerings consist of the sale of new, pre-owned vehicles, a service department and parts department. It also acts as an intermediary by offering customers access to financial services related to the purchase of vehicles.

Issued by:  
Chantelle Benjamin  
Communications: Competition Tribunal  
Tel (012)394 1383  
Cell: +27 (0) 73 007 5603  
Twitter: @comptrib  
E-Mail: [chantelleb@comptrib.co.za](mailto:chantelleb@comptrib.co.za)

On Behalf Of:  
Lerato Motaung  
Registrar: Competition Tribunal  
Tel: (012) 394 3355  
Cell: +27 (0) 82 556 3221  
E-Mail: [LeratoM@comptrib.co.za](mailto:LeratoM@comptrib.co.za)