

**Prior notification of a concentration****(Case COMP/M.5217 — Gefa/Pema)****(Text with EEA relevance)**

(2008/C 178/23)

1. On 4 July 2008, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 <sup>(1)</sup> by which the undertaking GEFA Gesellschaft für Absatzfinanzierung mbH ('GEFA', Germany) belonging to the Société Générale banking group ('SG', France) acquires within the meaning of Article 3(1)(b) of the Council Regulation control of the whole of the undertaking PEMA GmbH ('PEMA', Germany) by way purchase of shares.

2. The business activities of the undertakings concerned are:

- for SG and GEFA: financing solutions for mobile investment goods, *inter alia* trucks and trailers,
- for PEMA: renting of trucks and trailers and corresponding services.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of Regulation (EC) No 139/2004. However, the final decision on this point is reserved.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. Observations can be sent to the Commission by fax ((32-2) 296 43 01 or 296 72 44) or by post, under reference number COMP/M.5217 — Gefa/Pema, to the following address:

European Commission  
Directorate-General for Competition  
Merger Registry  
J-70  
B-1049 Bruxelles/Brussel

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<sup>(1)</sup> OJ L 24, 29.1.2004, p. 1.