

MERGER ANNOUNCEMENT M/26/025 – SHEEHY MOTORS/PILSEN AUTO & TWO WHEELS

Section 21 of the Competition Act 2002

Competition and Consumer Protection Commission clears proposed acquisition whereby Sheehy Motor Group through its wholly-owned subsidiary, Arrowdell Limited would acquire sole control of Pilsen Auto Limited and Two Wheels Limited, both of which are wholly-owned subsidiaries of RedCo Auto Holdings Limited.

21 May 2026

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Sheehy Motor Group through its wholly-owned subsidiary, Arrowdell Limited, would acquire sole control of Pilsen Auto Limited and Two Wheels Limited, both of which are wholly-owned subsidiaries of RedCo Auto Holdings Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 10 April 2026.

The Commission has formed the view that the proposed transaction will not substantially lessen competition in any market for goods or services in the State. The Commission will publish the reasons for its determination on its website no later than 60 working days after the date of the determination and after allowing the parties the opportunity to request that confidential information be removed from the published version.

Additional Information

The Sheehy Motor Group is active in the sale of new and pre-owned branded motor vehicles in the State. Specifically, the Sheehy Group is active in the sale of new and pre-owned passenger cars as well as commercial vehicles. The Sheehy Motor Group is also active in car servicing and part sales.

Pilsen Auto Limited is active in the sale of new and pre-owned passenger cars in the State. Pilsen Auto Limited also offers services ancillary to the sale of new and pre-owned passenger cars such as the provision of warranty and after-sales servicing and repair.

Two Wheels Limited is active as an importer and distributor of motorcycles, all-terrain vehicles, lawnmowers and outboard engines in the State. Two Wheels Limited is also active in the retail sale of new and pre-owned motorcycles together with the provision of associated services.