



Questionnaire: Peter Warren - Wakeling Automotive

MN-30002

Deadline to respond: 13 March 2026

The Australian Competition and Consumer Commission (**ACCC**) is currently assessing Peter Warren Automotive Holdings Ltd's (**Peter Warren**) proposed acquisition of:

- 100% of the shares of Paul Wakeling Motor Group Pty Ltd;
- 100% of the shares of Wollongong City Motors Pty Ltd; and
- business and trading net assets of Hurrikayne Pty Ltd relating to the Moss Vale Motor Group

from the Wakeling Automotive Group (**Wakeling Automotive**) (the **Acquisition**).

For further information about the ACCC's assessment of the Acquisition, see the ACCC's [Acquisitions Register](#).

The ACCC is assessing the impact of the Acquisition on competition and is seeking your views. The ACCC invites you to provide submissions or information in response to the questions below by **13 March 2026** via email to mergers@acc.gov.au with the title *Submission re: Peter Warren - Wakeling Automotive*. The ACCC must complete its assessment within strict statutory timelines which also impacts the time available for consultation. We note the questions below are divided for different respondent groups, but request that you read the entire document to ensure you respond to all relevant questions.

If you would prefer to speak to a member of the ACCC case team, please email mergers@acc.gov.au with the title *Request for call re: Peter Warren - Wakeling Automotive*. Someone from the case team will contact you to find a suitable time for a call.

Please note that:

- This request is made in accordance with section 51ABZZD(2)(a) and (c) of the *Competition and Consumer Act 2010* (Cth) (the **Act**). This means that while the ACCC may take into account submissions or information received after the due date, it is not required to do so.
- In responding to the questions below or when providing a submission, please highlight and/or mark any confidential information and indicate why the information is confidential (as brief reasons in footnotes in your response or submission, or in a separate document such as the ACCC's [confidentiality claims template](#)). The standard terms on which the ACCC accepts confidential information are outlined at the end of this document.

Questions

In this questionnaire:

OEM refers to the Original Equipment Manufacturer of vehicle brands operating in Australia, such as Toyota or Mitsubishi.

RRP refers to an OEM's recommended retail price.

Independent Repairers refers to businesses that repair and service cars but are not affiliated with or owned by a car dealership.

Question for all respondents

1. Provide a brief description of your business or organisation, including any commercial relationships you have with Peter Warren or Wakeling Automotive. If you are a new car dealer, please specify any OEM agreements you have.

Questions for OEMs

2. Identify:
 - a. your closest OEM competitors in the supply of new cars in Australia
 - b. how your OEM brand promotes competition between new car dealerships, particularly in local areas.

Questions for new car dealerships

3. For any new car dealerships you operate in the Campbelltown-Narellan-Smeaton Grange area in New South Wales, specify the distances or areas your customers travel to purchase a new car. If known, please provide percentages of customers travelling 0-10km, 10-20km, 20-30km and 30-40km to purchase a new car.

If you do not operate any new car dealerships in the Campbelltown-Narellan-Smeaton Grange area, please respond to the above based on other dealerships you operate in surrounding areas, such as Sydney or the Illawarra.

4. Identify your strongest dealership competitors and specify the OEM brands that each competitor represents. As part of your response, explain what makes them strong competitors to you (e.g. price, range, proximity, service levels).

5. Specify the elements of a new car offer that are within a dealership's control, e.g., discounting off RRP, stock availability, proximity to customer. Comment on the importance of these factors in a customer's purchasing decision. If there is any difference between types of customers (i.e. fleet customers / commercial customers / novated lease customers / private consumers), please specify.

6. To what extent do dealerships offering different OEM brands compete? For example, to what extent does a Toyota dealership compete with a Mazda dealership? Please provide further information on which OEM brands are considered to be in closest competition with each other at a dealer level.

7. Describe what is involved in establishing a new car dealership site. In your response, please explain what would be required to win a new OEM agreement, what investments and/or existing assets would be required to establish a dealer site, and how long it would take.

8. To what extent do you compete with independent repairers in the supply of car servicing and repairs? Explain how this differs for cars within OEM warranty periods and outside OEM warranty periods, and cars with capped price servicing.

9. For any servicing and repair sites you operate in the Campbelltown-Narellan-Smeaton Grange area, specify the distances or areas your customers travel for car servicing and repairs. If known, please provide percentages of customers travelling 0-10km, 10-20km, 20-30km and 30-40km to obtain car servicing and repairs.

If you do not operate any car servicing and repair sites in the Campbelltown-Narellan-Smeaton Grange area, please respond to the above based on other sites you operate in surrounding areas, such as Sydney or the Illawarra.

Independent Repairers

10. To what extent do you compete with new car dealerships in the supply of car servicing and repairs? Explain how this differs for cars within OEM warranty periods and outside OEM warranty periods, and cars with capped price servicing.

11. For any servicing and repair businesses you operate in the Campbelltown-Narellan-Smeaton Grange area, specify the distances or areas your customers travel for car servicing and repairs. If known, please provide percentages of customers travelling 0-10km, 10-20km, 20-30km and 30-40km to obtain car servicing and repairs.

If you do not operate any car servicing and repair businesses in the Campbelltown-Narellan-Smeaton Grange area, please respond to the above based on other independent repair businesses you operate in surrounding areas, such as Sydney or the Illawarra.

12. For independent repairers in the Campbelltown-Narellan-Smeaton Grange area, to what extent are you able to acquire OEM branded spare parts from

surrounding areas such as Sydney or the Illawarra, and if so, how quick, reliable and cost effective is the supply?

Other issues (for all respondents)

13. With respect to the supply of spare parts, to what extent are customers willing to use non-genuine parts instead of genuine/OEM branded parts and explain the factors that influence this decision, e.g. age of car, value of car, brand of car, warranty period.

14. Do you consider Peter Warren and Wakeling Automotive are close competitors in the Campbelltown-Narellan-Smeaton Grange area in the supply of:

- a. new car retailing; and/or
- b. servicing and repairs?

If so, please provide the reasons why.

15. Outline any concerns you have regarding the impact of the Acquisition on competition.

16. Provide any additional information or comments that you consider relevant to the ACCC's assessment of the Acquisition.

Confidentiality of responses

During the ACCC's assessment of a notified acquisition, the ACCC may receive information that is properly regarded as being confidential, and which is provided to the ACCC in confidence. The ACCC is committed to treating this information responsibly and in accordance with the law. The ACCC understands the importance of confidentiality to parties involved in a notified acquisition, as well as to third parties that provide information to the ACCC.

The standard terms on which the ACCC accepts confidential information are:

- there is no restriction on the internal use, including future use, that the ACCC may make of the confidential information consistent with the ACCC's statutory functions
- confidential information may be disclosed to the ACCC's external advisors and consultants on condition that each such advisor or consultant will be informed of the obligation to treat the information as confidential, and
- the ACCC may disclose the confidential information to other third parties if compelled by law or in accordance with section 155AAA of the Act. This includes disclosures made in the performance of official duties or functions, which include transparency requirements which are part of the merger control regime.

For further information on confidentiality, see the ACCC's [interim merger process guidelines](#).