

The GVH is investigating abuse of dominant position in the online classified car ad market

14 December 2021, Budapest – The Hungarian Competition Authority (GVH) has launched an investigation against the operator of the Használtautó.hu and Jófogás websites as its system of discounts and services designed for car dealers may be suitable for excluding competitors. In the coming days, the Authority is going to contact a significant number of vehicle dealers to assess their experiences concerning the system of discounts.

The GVH has initiated a competition supervision proceeding against one of the most important players in the domestic motor vehicle advertising market, Adevinta Classified Media Hungary Kft., which operates the Használtautó.hu and Jófogás websites, due to an alleged infringement of the prohibition of abuse of dominant position. This is due to the fact that the undertaking may have developed a system of discounts and services, which might be suitable for excluding competitors or preventing their entry into the market of motor vehicle advertising platforms. The presence of fewer competitors can also be detrimental for consumers, as a result, market players are less incentivised in applying lower prices or improving their services.

The GVH has carried out an on-site investigation at the registered office of the undertaking and it is currently assessing the experiences of car dealers regarding online advertisements. Therefore, in the coming days, the Authority is going to contact a significant number of undertakings engaged in the trade of motor vehicles with a questionnaire in order to better understand the criteria taken into account when posting their advertisements.

The initiation of the competition supervision proceeding does not mean that the undertaking has in fact committed the infringement. The proceeding is aimed at clarifying the facts and thereby proving the alleged infringement. The time limit for the completion of the proceeding is six months which, where justified, may be extended on two occasions by a maximum of six months each.

The official registration number of the case is: **VJ/35/2021.**

GVH Press Office