



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: 46343  
Contact Officer: Tess Macrae  
Contact Number: (03) 9290 1835

12 July 2011

Mr Charlie Daalder  
Senior Corporate Lawyer  
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Dear Mr Daalder

**Third line forcing notification N95466 lodged by GM Holden Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 5 July 2011. The notification has been placed on the ACCC's public register.

GM Holden Ltd (Holden) proposes to offer Professional Golfers Association of Australia (PGA) members special pricing normally provided to certain bulk-purchasing fleet customers (equating to a discount of between \$250 and \$500) when they purchase an eligible motor vehicle from a Holden dealer.

Legal immunity conferred by the notification will commence on 19 July 2011.

On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the immunity afforded by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This assessment has been made on the basis that Holden will disclose all relevant terms and conditions to prospective customers.

A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Tess Macrae on (03) 9290 1835.

Yours sincerely

David Hatfield  
A/g General Manager  
Adjudication Branch