This chapter discusses the following: market circumstances rules and Article 34 TFEU; the decision in *Keck* and its application to cases of ‘certain selling arrangements’; and the ramifications of this ruling, particularly in respect of those rules that did not fit the category of certain selling arrangements and those rules which were non-discriminatory but did hinder market access and the relevance of the *Trailers* case. The Unfair Commercial Practices Directive 2005/29 seems to have narrowed the areas to which *Keck* applies still further.
4. Article 34 TFEU and Certain Selling Arrangements