



PRESS RELEASE

CA Auto Bank and Dongfeng Italy enter into a financial partnership

- **The agreement includes all brands marketed by Dongfeng in Italy: from the premium Voyah brand, with the Voyah Free and Voyah Dream electric models, to the MHero, Nammi, and Dongfeng brands.**
- **The Bank, a subsidiary of Crédit Agricole Consumer Finance, will provide DF Italia's dealers and end customers with its tailored financial solutions.**
- **The partnership further consolidates CA Auto Bank's role in the electric mobility sector, supporting DF Italia on its way to success in the Italian market.**

Turin, April 16, 2024

The commitment to electric mobility continues to drive the growth of **CA Auto Bank**. The Bank, a subsidiary of Crédit Agricole Consumer Finance, has been selected as the financial partner of **Dongfeng Italia**. Dongfeng Italia is the Italian distributor of Dongfeng Motor Corporation, one of the "Big Four" in the Chinese automotive industry. Under the partnership, CA Auto Bank will provide its customized financial solutions to dealers and customers of Dongfeng brands to be marketed in Italy.

The agreement covers the full range of Dongfeng brands making their debut in Italy, starting with the **premium Voyah brand**, with the Voyah Free and Voyah Dream electric models launched in Italy during the Milan Design Week. This will be followed by the **MHero, Nammi and Dongfeng** brands.

The partnership, which will be active in Italy with the possibility of expanding to other European countries in the future, further consolidates **CA Auto Bank's role in the electric mobility sector**, alongside one of the most important automakers for the electric vehicle sector in Europe and worldwide. With more than 50 years of experience and an international presence that includes the sale of more than 1,200,000 vehicles in more than 100 countries, Dongfeng has played a leading role in the development of the automotive industry in China and beyond, emerging as a leader in research, industrial development and production.

"We are delighted to launch Voyah and its new car models right here in Milan during these very intense days, with the fusion of design and technology, luxury and innovation, research and sustainability," said Bruno Mafri, CEO of Dongfeng Italia and Car Mobility. "We want to tell through our creations how innovation is changing the very concept of mobility and what our plans for the future are. We would like to thank CA Auto Bank, our financial partner, which we strongly wanted to have by our side, for the great expertise that they will make available to accompany us in this adventure in the Italian market".

"We are proud to have been chosen as Dongfeng's financial partner in Italy, the country where the various brands of the Asian group are making their debut, further confirming our leadership



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*role in the electric vehicle market thanks to our 100-year history and tailor-made financial solutions," said **Giacomo Carelli, CEO and General Manager of CA Auto Bank.** "Thanks to our unique experience and know-how in Europe, we will support Dongfeng and its brands to the best of our ability on their path to success in the Italian market."*

CA Auto Bank S.p.A.

CA Auto Bank is a universal bank, wholly owned by Crédit Agricole Consumer Finance, which operates as an independent and multi-brand player in the vehicle financing and leasing and in the mobility sector. CA Auto Bank provides a complete range of credit and rental solutions and insurance services. Loan, lease and rental and mobility financing products provided by CA Auto Bank are specifically designed for the sale networks, for private customers and corporate fleets. CA Auto Bank has a presence in 18 European countries (Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Norway, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and in Morocco, directly or through branches, with a total of over 2,200 employees.

For more information:

www.ca-autobank.com

Voyah

Voyah is a premium brand of electric vehicles of the Dongfeng Motor Corporation. Rooted in Chinese culture, VOYAH seamlessly blends Chinese elegance with cutting-edge technology and is dedicated to creating new-energy premium vehicles that embody Chinese cultural heritage and intelligence. VOYAH's product lineup includes the spacious five-passenger NEW VOYAH FREE smart SUV, the majestic New VOYAH DREAM, dubbed "the castle on the road," as well as the deluxe Chinese electric vehicles VOYAH PASSION EV and the executive flagship electric sedan VOYAH PASSION PHEV. With this diversified product range, VOYAH has successfully implemented a strategic plan of "three years, three models and three categories", establishing the widest product lineup among Chinese new energy vehicle brands.